OLOGY DEPT.
GUST 3, 1953

35c PER COPY

BROADCASTING TELECASTING

Detroit
Techno.
96 Putman
Detroit 2

N THIS ISSUE:

22ND year

INVENTORY IN

Paul Bunyan Land!

PEOPLE

927,000 families of higher than average I.Q.—and earnings.

HOMES AND SETS

911,000 Radio homes in 109 counties: 400,000 TV sets in 62 counties.

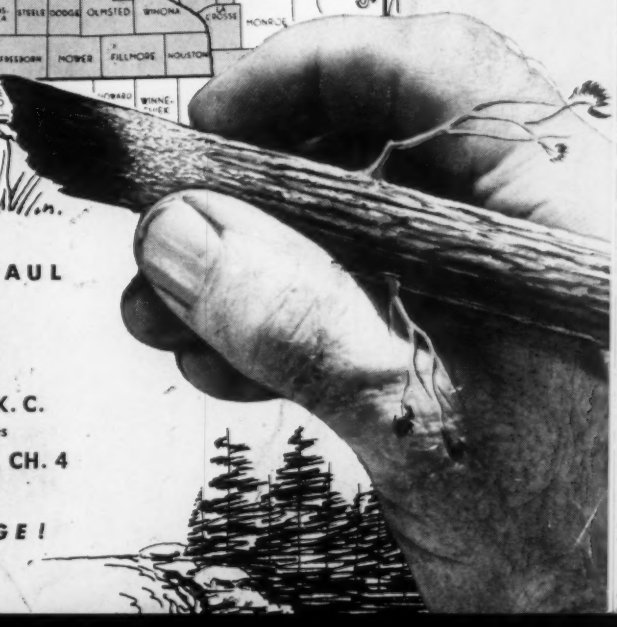
MONEY

Effective annual income tops 4½ billion dollars.

WATCHING AND LISTENING HABITS

Recent Telepulse showed WCCO with majority of audience on 444 quarter hours of programming. 6 of the top 10 shows were on WCCO-TV.

WCCO-Radio has the largest audience of any station in 89 counties around the Twin Cities!



MINNEAPOLIS · ST. PAUL

WCCO CBS

(RADIO) 50,000 WATTS — 830 K.C.

National Representatives: Radio Spot Sales

(TELEVISION) 100,000 WATTS — CH. 4

National Representatives: Free and Peters

ONE STATION COVERAGE!

XUM

WATCH FOR

KHQA-TV

HANNIBAL

CHANNEL 7

THE TELEVISION AFFILIATE OF

WTAD

SERVING THE

Keokuk Hannibal Quincy Area

now hear this-

"**MOVIE QUICK QUIZ** has consistently been one of the top daytime programs on our station since it started. The average Telepulse rating for the past six months has been 28.0."

LOUIS READ, *Vice-Pres. & Com'l Mgr.*
WDSU-TV, *New Orleans, La.*

now do this!

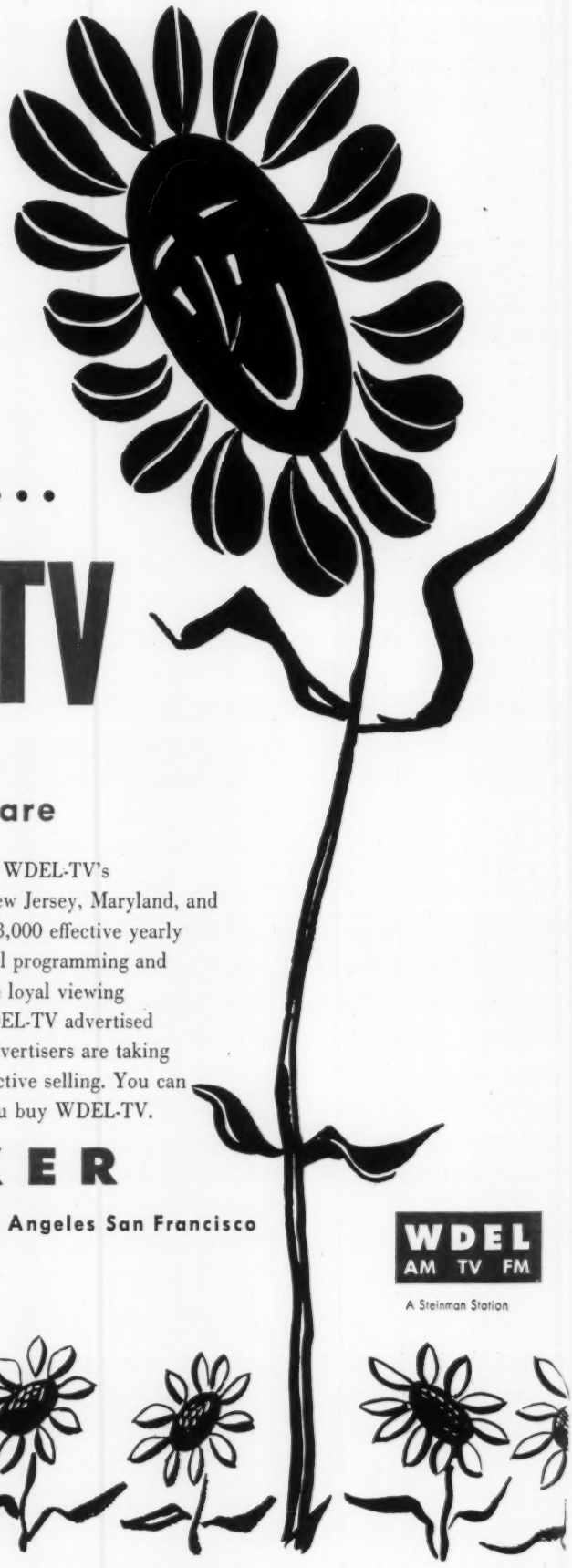
Mr. TV Station Mgr.: Learn how MOVIE QUICK QUIZ can hit the jackpot for you. "M.Q.Q." is a 5-time-a-week, 15-minute show (can also be used as a 30-min., 5-time-a-week strip) that's a smash hit from coast-to-coast. Get the full story, audition print, and our special deal now before the fall rush starts. Phone, write, or wire—

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1 — FRanklin 2-4392
Creators of **TELLO-TEST**—*America's* **FIRST** *and most successful syndicated Radio Quiz Show*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM



speaking
of
growing . . .

WDEL-TV

Channel 12

Wilmington, Delaware

In its fifth year of profitable selling . . . WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that *buys* WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell *your* product profitably, too, when you buy WDEL-TV.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

WDEL
AM TV FM
A Steinman Station

closed circuit

FRANK WHITE, whose resignation as president of NBC becomes effective Aug. 7, will "go fishing" probably until frost is on pumpkin (about Nov. 1). He'll be back in broadcasting business, possibly in RCA organization, but not necessarily so. Whatever his new assignment, it won't be as rigorous as his NBC stint which caused doctors to flag him down.

★ ★ ★

WITH DAVID SARNOFF tripling in brass as RCA-NBC board chairman and NBC president, it's expected he will go to outside for his new NBC president. Evidently there's no great rush, since he has virtually completed quasi-unintegrated radio and television organizations within NBC. But he's definitely looking for top operating executive as Mr. White's replacement.

★ ★ ★

PURCHASE OF KDZA-AM-TV Pueblo, Colo., by Gene P. O'Fallon, owner of KFEL-AM-TV Denver, for approximately $350,000 has been negotiated, subject to usual FCC approval. Sellers are Zula Seaton, Nina Ulrich and Dee B. Crouch, latter president and general manager. TV station operates on vhf Ch. 3, non-interconnected, and carries all networks' programs. KDZA operates on 1230 kc with 250 w and is independent.

★ ★ ★

DEPT. OF JUSTICE investigation of standard contract form for broadcast time endorsed by American Assn. of Advertising Agencies and NARTB is underway to determine whether guaranteed rates constitute "collusion" and might be construed as in violation of anti-trust laws. Clause 5 of contract has "most favored nation clause" whereby medium agrees to give advertiser best rate afforded any other account for similar time. Contract originally was agreed to in 1946 and is not mandatory but is simply recommended separately by each trade association. Justice Dept. investigator was checking "all stations" in Washington, D. C., last week on their use of AAAA-NARTB contract form.

★ ★ ★

OKLAHOMA CITY's new TV station (KWTV [TV], vhf Ch. 9) authorized fortnight ago by FCC, negotiating with CBS for regular primary affiliation. Avery-Knodel will be national representative of station, owned 50% by KOMA Inc. and 50% by group headed by Edgar T. Bell, who becomes executive vice president [B•T, July 27].

★ ★ ★

WHETHER OR NOT FCC promptly names new secretary, it's definite that T. J. Slowie, who has served as secretary for over sixteen years, will promptly wind up his tenure. He privately had agreed to resign upon appointment of his successor but necessary clearances have taken so much time that new GOP direction at FCC feels position should be vacated at once. William P. Massing, assistant secretary, will become acting secretary.

★ ★ ★

WTVJ (TV), MIAMI'S pioneer vhf station operating on Ch. 4, has agreed with CBS-TV on primary basic affiliation. It currently functions as all-network outlet.

★ ★ ★

CONVINCED that best results for radio can be procured through full divorcement of programming and sales from television, Westinghouse Radio Stations Inc. is effecting number of personnel shifts to bolster operations.

★ ★ ★

FOR THIRD successive week Nevada's Senator McCarran (D) has blocked consideration on unanimous consent calendar of several routine bills involving FCC. There is no formal explanation but Senator is at odds with FCC because it won't follow his bidding on pending TV case in which he has manifested interest. It's just garden variety of political vindictiveness.

★ ★ ★

INVITATIONS to advertisers and agencies to attend studio demonstrations of color TV latter part of August being readied by NBC, will probably go in mail within next few days, when times of demonstrations definitely set. Showings will emphasize product presentation via color TV [B•T, July 6].

★ ★ ★

NEW COMMISSION on telecommunications approved by Senate and reported by House committee had more beneath surface than met eye until Sen. Edwin C. Johnson (D-Colo.) stripped away implied powers. Resolution as drafted would have permitted commission to examine domestic communications (particularly TV and entire FCC allocations system) if desired. Sen. Johnson torpedoed this. Now resolution would only permit U. S. study of *overseas* TV systems on how they can be utilized by U. S. overseas information program.

★ ★ ★

IT MAY be different story in House next year. Radio action was slim this year. But upcoming are host of controversial subjects to be studied. Hottest at present is subscription TV—whether or not it shall be common carrier. Also in future: Amendment of Sec. 309 (c) which permits protests against FCC grants on ground of purported economic injury; political broadcasting; so-called newspaper discrimination by FCC.

IN THIS ISSUE

LEAD STORY

Robert J. Dean, president of KOTA Rapid City, S. D., is picked for FCC vacancy. *Page 31.*

ADVERTISERS & AGENCIES

A designer-consultant to advertisers says TV is creating need for widespread up-dating of product designs to make them look good on both black and white and color television. *Page 32.*

FACTS & FIGURES

Final FCC financial report shows total TV revenues of $342.2 million in 1952, up 38% over 1951. *Page 36.*

TRADE ASSOCIATIONS

Broadcast Advertising Bureau ended its fiscal year last March 31 with income of $615,694 and expenditures of $595,822, according to annual report which details BAB activities. *Page 46.*

GOVERNMENT

Theodore C. Streibert, veteran broadcaster, is appointed to head the new U. S. Information Agency. Leonard F. Erikson, McCann-Erickson vice president, is sworn in as director of Voice of America. *Page 48.*

MANUFACTURING

AT&T tells B•T it can deliver compatible color network telecasts. *Page 70.*

NETWORKS

Brig. Gen. David Sarnoff will act as NBC president at least until the end of this year, NBC Radio Affiliates are told at their organizational meeting. *Page 71.*

Mutual sets three-week extension on deadline by which affiliates are asked to approve new hours-instead-of-money compensation plan. *Page 76.*

PERSONNEL RELATIONS

AFTRA authorizes "affirmative action" by its local if the union's jurisdictional fight with the AFM is not settled peaceably. *Page 78.*

FEATURES

Will a box-office be added to TV? A special B•T report traces the history of subscription television and outlines its prospects. *Page 82.*

Why you can't project circulation by multiplying ratings by figures in the Nielsen Coverage Survey. *Page 86.*

UPCOMING

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

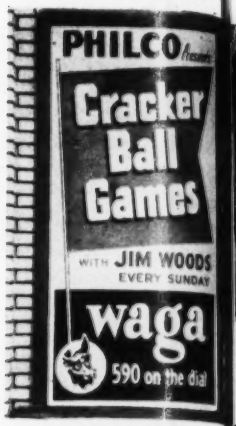
Aug. 19-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

(For other Upcomings, see page 109)

STORER LEADS IN MERCHANDISING TOO!

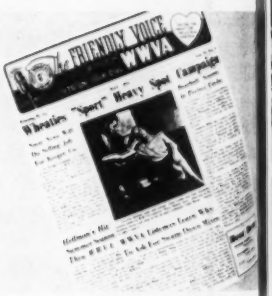
Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.



THREE SHEET POSTERS

COUNTER DISPLAYS



TRADE BULLETINS

POINT OF PURCHASE DISPLAYS

CONSUMER SURVEYS

WINDOW DISPLAYS

STOCK CHECKING

POSTERS

ADDITIONAL MERCHANDISING SERVICES INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
Publicity
Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio — **WJBK-TV** Detroit, Mich. — **WAGA-TV** Atlanta, Ga. — **KEYL-TV** San Antonio, Texas — **WBRC-TV** Birmingham, Ala.

WMMN Fairmont, W. Va. — **WSPD** Toledo, Ohio — **WJBK** Detroit, Mich. — **WAGA** Atlanta, Ga. — **WWVA** Wheeling, W. Va. — **WGBS** Miami, Fla. — **WBRC** Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:

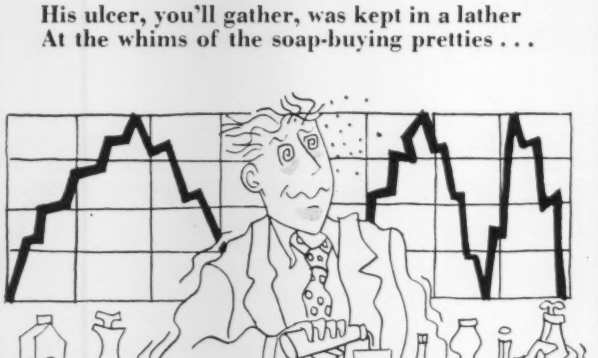
TOM HARKER, V. P., National Sales Director — **BOB WOOD,** Midwest National Sales Mgr.

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

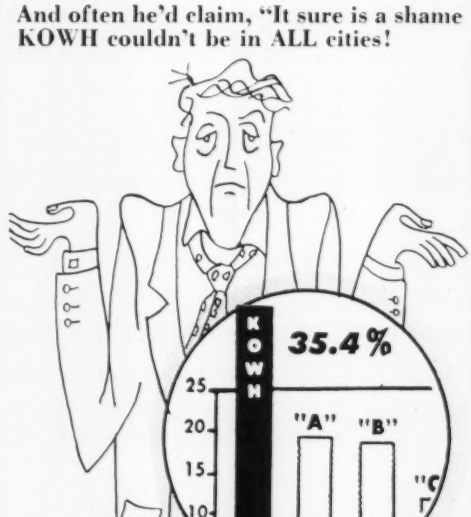
H. PERCIVAL TRALES
kept his eye on the sales of
"*SMUG*—The *ATOMICAL* Soap . . .

He sipped fortune's cup while sales headed up,
When they dropped, Percy's name became
"DOPE!"

His ulcer, you'll gather, was kept in a lather
At the whims of the soap-buying pretties . . .



And often he'd claim, "It sure is a shame
KOWH couldn't be in ALL cities!



Moral EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru June, 1953.)
- *Largest share of audience,* of any independent station in America! (June, 1953.) ●

Kowh
OMAHA

AIMS

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Share-Time Stations Can Share Identification Spot

PRECEDENT-setting station identification announcements were to begin past weekend when share-time stations KMBC-TV and WHB-TV Kansas City, Mo., planned to start commercial operation.

FCC Chairman Rosel H. Hyde advised stations just before start of programming that streamlined "dual" station identification can be used during ten-second period every 90 minutes when one outlet signs off and other station begins its operation.

Fearful that if FCC regulations were followed literally there would be no time during station break for spot advertising and public service announcements, attorneys for stations after studying FCC rules concluded announcement for station leaving air and stations going on air could be incorporated in one ten-second period and yet meet requirements.

Station identification must be made at beginning and end of each transmission under Sec. 3.652 of rules. To provide for uninterrupted changeovers, KMBC-TV and WHB-TV proposed to use this notice in usual upper one-fourth of screen during ten second (out of 30 seconds) station break between CBS-TV network programs: "KMBC-TV signs over to WHB-TV, Ch. 9, Kansas City, Mo." or "WHB-TV signs over to KMBC-TV, Ch. 9, Kansas City, Mo." as the case may be. Oral announcement made at same time would employ similar language.

Chairman Hyde said that dual station identification would meet FCC requirements. He also congratulated stations on start of their operations.

Attorneys for KMBC-TV are Loucks, Zias, Young & Jansky and Washington law firm of Dow, Lohnes & Albertson represents WHB-TV.

FCC 'Making Progress' On Color TV

FCC started on color TV Friday, when Commissioners and staff met on subject all day. Meeting was general discussion and exploration, Chairman Rosel H. Hyde said, and further meetings are contemplated this week before official notice of proposed rule making is issued.

Asked whether proceedings would be "paper" hearing or not, Mr. Hyde pointed out that there had been no requests for oral hearings. This means, it was presumed, that Commission is hoping to confine proceedings to written comments and counter comments plus demonstrations. FCC Chairman could not estimate how much time color hearing might consume, but did say Commission was making "progress."

Littlejohn to ABC

FRITZ LITTLEJOHN, managing editor of CBS-TV News, slated to move to ABC as head of television news and special events under John Daly, newly named ABC vice president in charge of TV News, Special Events and Public Affairs Department [B•T, July 27]. Effective date not definite.

SALE SMASH SUCCESS AFTER SWITCH TO TV

STRIKE of *Seattle* (Wash.) *Times* on same day "Seattle Greater Value Days" sales promotion campaign of local department stores was due to begin resulted in "terrific" sales action at city's Bon Marche department store. Store heard *Times* was going to suspend publication pending settlement of American Newspaper Guild strike at 6 p.m., July 16. By 6:30 p.m. heavy schedule was lined up on KING-TV Seattle. Next day store described crowds, brought in by TV, as "record breaking," continued heavy TV schedule and, few days later, signed for another week of remote broadcasts direct from store to run through last Friday. In front page story, *Women's Wear Daily* headlined article on event as "The Seattle Times Was Struck—Quick Shift to TV Breathes $ Into Bon Marche Promotion." Lead said, "The Bon Marche scooped Seattle stores, with all-out TV coverage, within matter of hours after the *Seattle Times* announced indefinite suspension of publication. The store's swift move turned what might have been the collapse of a three-day promotion into an outstanding success. . . ." Otto Brandt, KING-TV general manager, told B•T Friday that many of Bon Marche's oldest department heads declared TV selling "most effective in many years."

WBT, WBTV (TV) Give FM Transmitter to U. of N. C.

GIFT of its 10 kw FM transmitter made to Consolidated U. of North Carolina by WBT and WBTV (TV) Charlotte, N. C., announced Friday by Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co., WBT-WBTV licensee. Valued at $30,000, transmitter will be moved from WBT-FM site atop Spencer Mt. to Chapel Hill campus. Mr. Crutchfield said improvements made on WBTV to better serve people dependent upon station for TV service would decrease effectiveness of WBT-FM. He said since FM is specialized service and since all WBT-FM programs were aired over WBT (AM), transmitter will better serve "best interests of North Carolina" if located at Chapel Hill. It will replace university's 1 kw unit, according to Earl Wynn, director of university's Communications Center and head of Dept. of Radio there.

Statler Buys TV

MORE THAN 3,800 DuMont TV sets, specially designed and produced for hotel use, will be installed in Statler hotels in New York, Boston and Hartford, according to joint announcement of Arthur F. Douglas, Hotels Statler Co. president, and Dan D. Halpin, general sales manager DuMont receiver division, which described deal as "largest single transaction to date involving TV receivers for hotel use."

• BUSINESS BRIEFLY

ANTI-FREEZE SPOTS • Activity perking in anti-freeze advertising. National Carbon Co., for Prestone, reportedly buying radio and TV minutes and chain breaks for fall announcements to be carried when temperature drops below freezing. U. S. Industrial Chemicals, for Super-Pyro, meanwhile understood to be getting ready for fall spot campaign largely using TV stations. Agency for Prestone is William Esty Co., and for Super-Pyro, Geyer Adv., both N. Y.

BAB-O EXTENDS • Bab-O extending radio spot announcement for about four weeks beyond Aug. 8, then plans to increase TV appropriation, using radio in supporting role in non-TV and weak-TV markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

PREAM CAMPAIGN • M & R Dietetic Labs, Columbus, on behalf of its Pream instant coffee cream, starting radio spot campaign on West Coast in late August or early September, moving eastward. Daytime minutes to be used. Agency: Benton & Bowles, N. Y.

ARMOUR USING TIE-IN • Armour and Co., Chicago, currently utilizing merchandising tie-in with grocers and stations in Illinois, Wisconsin and Texas. Format calls for half-hour program advertising multiple Armour products, with five stations actively merchandising show. Series is described as socking success, partly because of product spread and provision for repeating programs on tape.

SEEK NETWORK PROGRAM • Burlington Mills reportedly looking for network program before lining up supporting radio spot campaign for its Cameo hosiery. Agency: Donahue & Coe, N. Y.

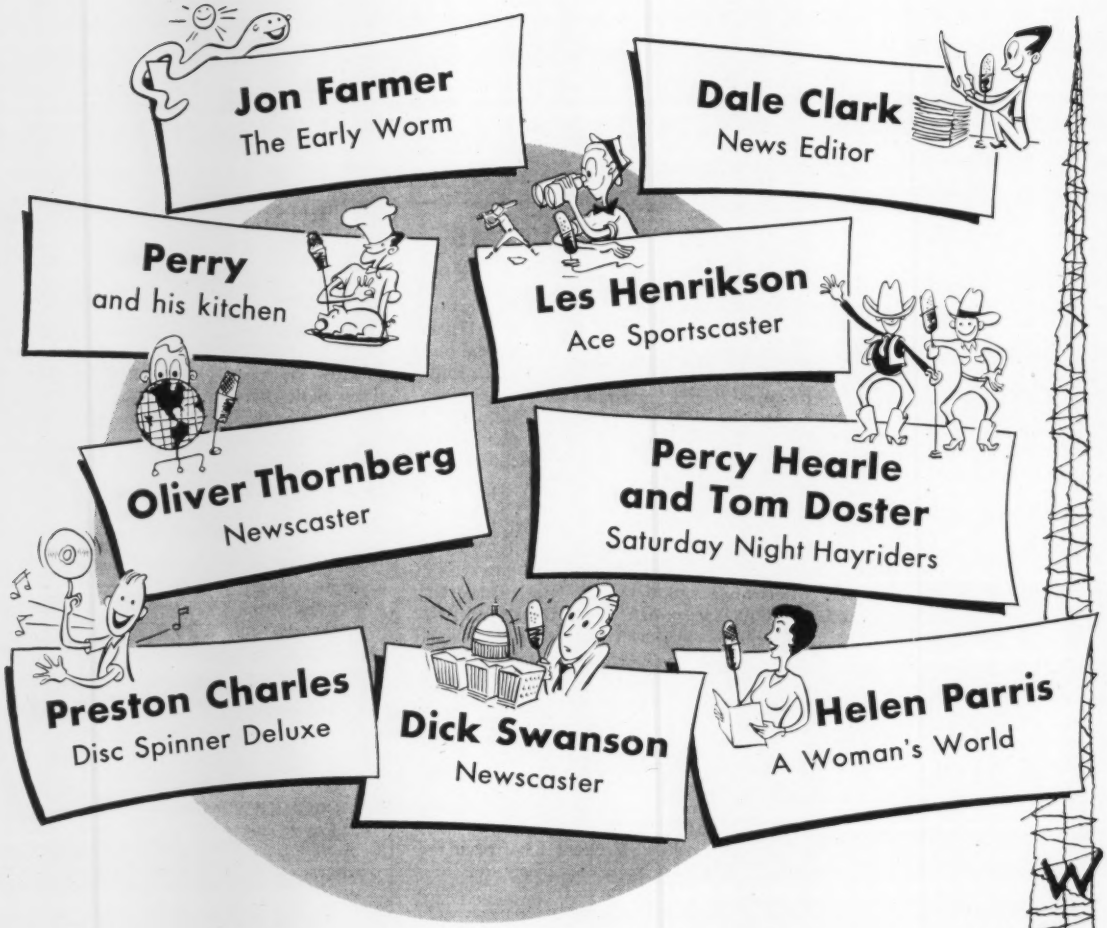
BRISTOL-MYERS BUYS • Bristol-Myers Co., N. Y., contracted for 100 20-second announcements on WPIX (TV) N. Y., preceding and following each telecast from Madison Square Garden during coming winter season, and for 150 ten-second announcements, three during each event. Vitalis will be advertised. Agency is Doherty, Clifford, Steers & Shenfield, N. Y.

WAVERLY FABRICS BUYING • Waverly Fabrics, N. Y., buying one-minute participations in women's programs in scattered markets, starting in September. Agency: Lawrence Kane Adv., N. Y.

MUTUAL BENEFIT ON CBS • Mutual Benefit Health & Accident Assn. of Omaha signs to sponsor opening quarter-hour of *Arthur Godfrey Time* on CBS Radio and CBS-TV two days weekly on alternating schedule, effective today.

Wichita Falls CP Turned In

PERMIT for uhf Ch. 22 KTVW (TV) at Wichita Falls, Tex., was surrendered to FCC Friday by W. Erle White tr/as White TV Co. Citing two operating vhf stations there (Ch. 3 KFDX-TV and Ch. 6 KWFT-TV) and study of market, Mr. White concluded it is "economically unsound to build the station at this time."



Nine good salesmen and a gal!

And she's a salesman, too! All 10 of these folks on WAGA have top audiences in the billion-dollar Atlanta market—plus listener loyalty that pays off for their sponsors.

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.

WAGA

STORER BROADCASTING COMPANY

waga

CBS-Radio in Atlanta

590 on the dial
5,000 watts

Represented Nationally
by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director,
118 E. 57th St., New York 22

Bob Wood, Midwest National Sales Mgr.,
230 N. Michigan Ave., Chicago

at deadline

WROL Gets Knoxville Ch. 6; Other FCC Actions

INITIAL decision to grant vhf Ch. 6 at Knoxville, Tenn., to WROL was made final by FCC Friday. Grant was made possible by withdrawal of competitive application of WKGN Inc., whose part owner, Clarence Beaman Jr., is operator WKGN Knoxville. WKGN Inc. acquired option for 50% interest in new TV firm to be formed for Ch. 6 station [B•T, July 20]. WKGN would be dropped.

Postpone Effective Date Little Rock Grant

Effective date of vhf Ch. 4 grant at Little Rock, Ark., to KARK postponed by FCC Friday in order calling for hearing on protest by KLRA there, applicant in vhf Ch. 11 contest. KLRA charged grant was "illegal" since two bids for Ch. 4 technically were pending at time of Commission action [B•T, July 20]. FCC put burden of proof upon protestant. Comr. John C. Doerfer dissented.

In its protest, KLRA explained Ch. 4 application of KTHS, while amended to Ch. 11, did not become effective as Ch. 11 bid until day after grant to KARK since FCC did not formally "accept" amendment until that time. KLRA also charged antenna-site option agreement between KARK and KTHS had not been disclosed, making amendment defective. KARK countered with charge KLRA is not party in interest under Sec. 309(c), that technicality of amendment is without merit since no hearing was involved and option agreement did not have to be disclosed in application. KARK further charged KLRA protest was delay tactic "lacking in good faith."

WHOL Gets Extension

WHOL Allentown, Pa., given authority by FCC Friday to continue operation until Aug. 31. Station's facilities of 250 w fulltime on 1230 kc have been granted to WEEX Easton, Pa., in revised final decision in lengthy Easton-Allentown case [B•T, July 6]. WHOL had asked continued operation until completion of further litigation while WEEX said it would consent to WHOL's operation only until WEEX was ready to commence program test operation.

WVEC-TV Answers WTAR-TV

ANSWERING charges of WTAR-TV Norfolk before FCC that NBC's uhf promotion expenditures in that market effect "domination" of new WVEC-TV Hampton-Norfolk (story page 58), uhf Ch. 15 WVEC-TV told Commission Friday that "no amount of intimidation by WTAR-TV . . . will discourage it from continuing to urge the prospective viewers in the area to convert their sets so that they can receive, for the first time, a competitive signal on uhf Ch. 15."

WVEC-TV charged WTAR-TV with irritation over fact it no longer has TV monopoly there and alleged "series of maneuvers . . . to do everything possible to prevent WVEC-TV from going on the air and becoming competition to it." Uhf outlet alleged "real purpose" of WTAR-TV's letter to FCC was to "create confusion and misunderstanding in the industry" and "discourage the efforts of NBC and national advertisers from using its facilities."

New Weed-TV Phone

WEED Television Inc., TV station representation firm, changes New York office telephone number to Plaza 1-2780, effective immediately.

$125,000 IN TEN DAYS

WVEC-TV Norfolk-Hampton, Va., Tidewater area's first uhf outlet planning Sept. 19 debut [B•T, July 27], signed $125,000 worth of local business in past ten days, Thomas B. Chisman, president, said Friday. NBC-TV affiliate sold: Weekly half-hour to Smithfield Packing Co. for Smithfield Hams through Ferguson & Kennerly, Norfolk; weekly 15-minute sports show to Liverman Motors, Portsmouth, through Moe Glazer & Assoc., Portsmouth; weekly 15-minute series to Pine Grove Dairy, also through Glazer, and 30 regular weekly station breaks to other local firms. All contracts for 52 weeks, Mr. Chisman reported. He predicted total of 50,000 uhf sets in area by time station goes on air with 200 kw visual ERP from its 500-foot tower.

Need Data on Commercial Audience, Says Porter

"THE NEXT important step in advertising may be a more accurate and precise measurement of what we are actually getting in terms of advertising for the dollars we are spending," Arthur A. Porter, vice president, Leo Burnett Co., said Friday in talk to Iowa Broadcasting Assn. in Des Moines. "In radio," he said, "we have information on how many sets are tuned to a program and how many people were in the average home while the radio set was tuned in. The place where we really run into trouble is when we try to translate the program audience into the commercial audience. We believe we know pretty accurately how many people are exposed to our programs. What we need more and better information on is how well we and you perform in converting viewers and listeners to a program into viewers and listeners to the commercial."

Dismiss Charge Against KBLA

CHARGES of unfair labor practices brought against KBLA Burbank, Calif., dismissed Friday by National Labor Relations Board regional office in Los Angeles. International Brotherhood of Electrical Workers Hollywood Local 45 some months ago filed protest at NLRB when three announcer-engineers at station were discharged. Counter-charges of unfair labor practices brought by KBLA against IBEW also dismissed and now are under appeal before NLRB in Washington. Station said men were discharged for violating company rules; union said they were discharged for union activities.

KOMO-AM Hollingbery, Too

KOMO Seattle appoints George P. Hollingbery Co. national representative effective Aug. 1, W. W. Warren, station vice president-general manager, said Friday. KOMO-TV named Hollingbery national representative fortnight ago [B•T July 27, 20].

PEOPLE

ROBERT W. SARNOFF, NBC vice president in charge of Film Division, named chairman of planning committee of Conference on Moral Standards to be held in N. Y. Sept. 13-15 under the auspices of Jewish Theological Seminary of America as part of seminary's 50th anniversary celebration.

MILFORD PASTRICH, former advertising and sales promotion coordinator for Schenley Industries and previously with Al Paul Lefton Agency, to Emil Mogul Co., N. Y., as assistant account executive.

THEODORE A. (Ted) AYERS, Washington TV producer-director, joining Washington staff of CBS-TV news and public affairs.

ARTHUR GRAY Jr., Kuhn Loeb & Co., N. Y. banking firm, named president and general manager of Michael Myerberg Productions, N. Y., TV and motion picture film producers. During Presidential campaign he was in charge of special events for "Citizens for Eisenhower" in 42 cities.

STAN RAYMOND named account executive for Dora-Clayton Agency, Atlanta. He formerly was commercial manager for WATL Atlanta.

DON FROST, account executive of Weed & Co., on Aug. 17 will join Free & Peters N. Y. office in a similar capacity. He succeeds Ed Jameson, resigned to join NBC Spot Sales same date.

Ryan Rites Held

SOLEMN requiem mass for Thomas L. L. Ryan, who retired last October as president of Pedlar & Ryan Inc., was to be held Saturday in St. Vincent Ferrer Catholic Church in N. Y. Mr. Ryan, 61, died at his home in North Salem, N. Y., Wednesday night after illness of several months.

He organized Pedlar & Ryan in association with late Louis C. Pedlar in 1925, and remained with agency until it was dissolved last October. Firm numbered such accounts as Procter & Gamble, Bristol-Myers, Sterling Drug, Melville Shoe Corp. and Hearst newspapers.

Eight Join ABC-TV

EIGHT new television stations have joined ABC-TV as affiliates, bringing total number of network outlets to 143, Alfred R. Beckman, national director of ABC-TV station relations department, announced Friday. New affiliates are:

WHIZ-TV Zanesville, Ohio (Ch. 50), Vernon A. Nolte, general manager; WISE-TV Asheville, N. C. (Ch. 62), Harold Thomas, general manager; WTAC-TV Flint (Ch. 16), Jon McKinley, general manager; WGEM-TV Quincy, Ill. (Ch. 10), Joseph S. Bonansinga, general manager; WKLO-TV Louisville (Ch. 21), Joe Eaton, general manager; WPMT-TV Portland, Me. (Ch. 53), Frank S. Hoy, general manager; WKOY-TV Milwaukee (Ch. 19), Arthur Zinn, director; KCJB (TV) Minot, N. D. (Ch. 13), William Hurley, general manager.

NBC Signs Norfolk AM

NBC has signed WSAP Portsmouth as Norfolk area affiliate replacing WTAR, which switches to CBS Radio in September. Station reportedly will change call letters. WSAP operates with 5 kw on 1350 kc, is owned by Portsmouth Broadcasting Corp., currently is affiliated with Mutual. Signing completes replacement of WTAR stations in NBC radio-TV lineup, Ch. 15 WVEC-TV Hampton having been signed some weeks ago.

XUM

K-"DUB"

is on their screen!
The butcher, the baker,
the candlestick maker—
All watching channel 13!

REASON:

Top CBS shows--plus 10(ten) LIVE, light, neighborly shows!

MORAL:

Call your Avery-Knodel man!

W. D. "DUB" ROGERS
President
MIKE SHAPIRO
Asst. Mgr. — Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural

Avery-Knodel, Inc
National Representative

affiliates Paramount CBS DuMont

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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*Reg. U.S. Patent Office

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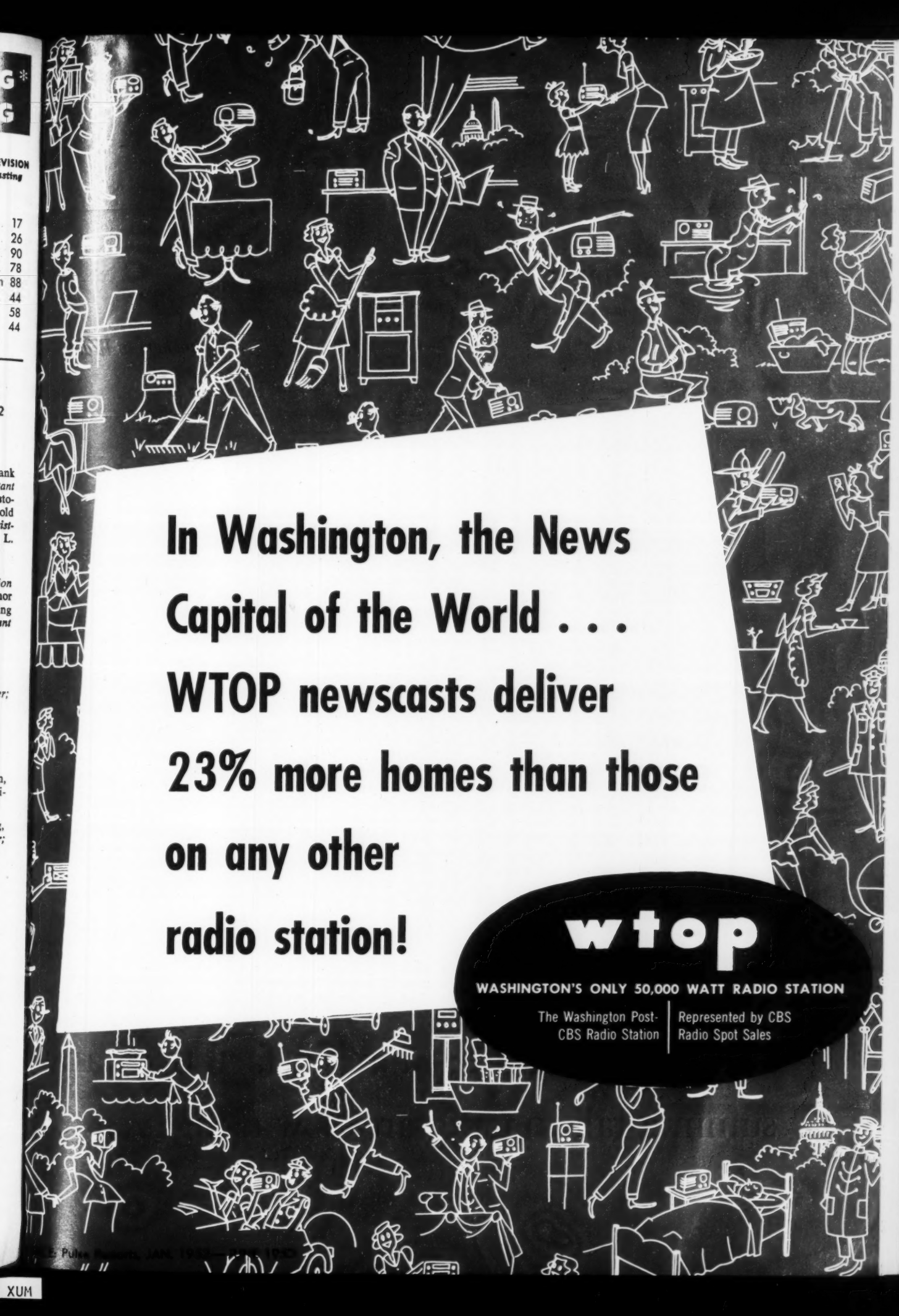

In Washington, the News
Capital of the World . . .
WTOP newscasts deliver
23% more homes than those
on any other
radio station!
wtop
WASHINGTON'S ONLY 50,000 WATT RADIO STATION
The Washington Post-
CBS Radio Station
Represented by CBS
Radio Spot Sales

lka-Seltzer+	*amel*+
mm-i-Dent+	*oca-Cola*+
nacin+	*unningham & Walsh*+
ayer Aspirin+	*lock Drug*+
ros., Lever+	*. B. D. & O.*+
ristol-Meyers+	*elding, Foote, Cone &*+
ecil & Presbrey+	*terling Drug*+
hesterfield+	*. S. C. & B.*+
arter Products+	*. C. Johnson & Son*+

+all these clients and all these agencies (plus many, many more: more, in fact, than any summer-fall to date) are now using.....

eedham, Louis & Brorby+

aumkeag Cotton+

ewell, Lennen &+

ates, Ted & Co.+

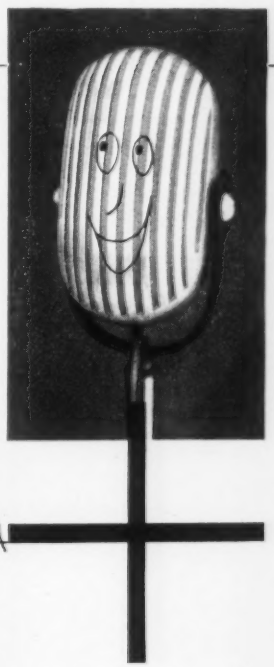
romo-Seltzer+

urnett, Leo Co.+

onsolidated Cosmetics+

. U. N. A.+

oe, Donahue &+



MBS+

direct route to $ales $uccess!

If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're *dollar* signs . . . and they represent a buying potential of $1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money. For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to *your* success when you travel into mid-South homes with the mid-South's favorite TV station. No time like *now* to start your profitable journey!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

IN REVIEW

SCOTT MUSIC HALL

Network: NBC-TV.
Time: 8:30-9:00 p.m. EDT, alternate Wed.
Reviewed: 7/29/53.
Producer: Kal Juhl.
Director: Buzz Kulik.
Sponsored by Scott Paper Co.
Agency: J. Walter Thompson Co.
Star: Patti Page.
Orchestra Leader-Music Director: Carl Hoff.

LAST October, *Scott Music Hall* made its debut on NBC-TV. The alternate week half-hour series then used a musical-revue format, just as it does now. If memory serves correctly, it was mediocre television leaning heavily on the charm and popularity of its star, vocalist Patti Page, for any following it might attract. With due respect for Miss Page's strides in the pop music field, she was not a particularly persuasive television hostess. Bridge dialogue was meaningless. Although the music was pleasant enough, it was a stilted production from stem to stern.

But things have changed. Last Wednesday night, *Scott Music Hall,* one of the few summer hiatus survivors, emerged an evenly paced, entertaining and polished production. In the flaw-elimination process that no doubt followed its arrival on TV, accent has been placed on song, dance and melodic orchestration. Each telecast has a different theme which is musically—not verbally—explored. Superfluous chatter, which slowed down earlier productions, has been cut.

PATTI PAGE
Some changes have been made

On the July 29 telecast Miss Page had little to say but a lot to sing, which seems only correct since she is a singer, not an actress. Her thoroughly natural and effortless way with a song makes her as enjoyable to watch as she is to hear. As a singer, she is very much at home on TV. Her guests on this telecast were Jimmy Boyd, teenage recording star, who sings, yodels and plays the guitar—not simultaneously but almost—and the Mills Brothers who need no introduction to anyone who has been within ear shot of a juke box during the past few years.

Scott Paper Co. has been picking up the tab for the show since it began. Its various household paper products are discussed and demonstrated during commercial spots. Since the show appears to be a round-the-year advertising vehicle for the Scott firm it's safe to assume that Miss Page and company are selling a fair amount of wax paper and Scottie tissue.

OPEN MIKE

Film Features

EDITOR:

. . . Congratulations . . . on the splendid issue [July 13] in which you had the review of the film industry. This is a most constructive piece of editorial reporting.

C. Burt Oliver
Vice President
Foote, Cone & Belding
Hollywood

Care and Feeding

EDITOR:

Your feature "The Care and Feeding of TV Film Unions" in your July 13 issue was of exceeding interest to us. It is features like this that enable us to give the full picture of the career opportunities for trained men and women in television and radio.

With your permission, we should like to reprint portions of this feature story for the purpose of showing present and future students. B•T will be given full credit on any reprints of this feature.

John B. Fergison, Adv. Manager
Northwest Broadcasting School
Portland, Ore.

EDITOR:

. . . I would like extra copies of this article, a dozen or so if you have them available . . . Your BROADCASTING • TELECASTING is excellent.

J. C. Gallagher
Gallagher Films Inc.
Green Bay, Wis.

Why Not GMT?

EDITOR:

. . . Has the industry at any time ever seriously discussed placing itself on the 24-hour clock system sometimes referred to as Greenwich Mean Time?

We have organized our business more and more toward the use of IBM machines. These devices, when properly keyed, can give us just about anything we wish to know about our business. This includes complete breakdown on film of all running times, prices, etc., Ascap billing, even if we should go per program, the complete story on public service with immediate breakdowns classifying the various elements of public service, a fast answer on time devoted to political programs, etc., etc. The machine naturally does not know the difference between the numbers 12:00 when they designate noon and midnight or 1:00 a.m. and 1:00 p.m., etc. It is possible to utilize another numeral and complicate the key, but the IBM would work beautifully for invoice purposes if agencies would accept the twenty-four hundred system of keeping time.

I feel that all national stations will eventually use IBM machines and therefore am anxious to know of any past attempts to adopt G.M.T. Certainly the ex-servicemen and servicewomen will have no trouble with this system.

Harold P. See, Station Manager
KRON-FM-TV
San Francisco

[EDITOR'S NOTE: Reactions to Mr. See's proposal will be received with interest.]

This Is Shakespeare?

EDITOR:

. . . My chief engineer here at KFAR, Dick Shoup, has been playing hob with Shakespeare's soliloquy from "Hamlet" and amazed all of

REACH HARTFORD

from the inside with Hartford County's ONLY TV station

WKNB-TV

CHANNEL 30

Serving Central Connecticut and Western Massachusetts

HARTFORD
11 Asylum Street

NEW BRITAIN
213 Main Street

represented by
The BOLLING Company

KITE

NO DOUBLE SPOTS

NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

us with the enclosed. . . Perhaps you could call it simply "Manager's Soliloquy":

TV or not TV: that is the question. Whether 'tis nobler to suffer the slings and arrows of the opposition, or to build and launch ourselves upon a sea of troubles; or by opposing it, end them.

TV, is to AM no more, and by TV to say that we begin the heartaches and thousands of dollars expenditure that either is heir to. 'Tis a consummation to be wish'd.

TV? To AM? TV, perchance to regret. Aye. There's the rub. For in that curs'd TV, what profits may come; before we have shoveled off our last penny, must give us pause.

There's the respect that makes calamity of a manager's life, for who else would bear the whips and scorns of time, the opposition's horselaughs, the angry letters, the pangs of conscience, the FCC's delays, the insolence of the downstairs office, and the sponsor's spurns, that patient merit of the salesforce takes, when he himself might his future make by merely saying yes or no. . . .

A. O. Bramstedt
Manager
KFAR Fairbanks, Alaska

Scouts Ambushed

EDITOR:

Believe me, I've heard of "swifty" deals, but this one takes the cake. As you know, the Boy Scouts of America held a National Jamboree last week in California.

Well, today several listeners, obviously parents, kept calling asking when we would play the program of the Boy Scouts from Provo. In the mail we found a tape with the following letter: "The enclosed tape recording is a 12½ minute interview with Boy Scouts from *your own home town*. Through the cooperation of the Boy Scouts of America, we were able to record this for commercial or sustaining release as if made by your *announcers* from the site of the Jamboree," etc., etc.

It goes on with the punch line: "The only cost to you for the use of this local interest program will be $16.50. Make check payable to Elden Enterprises and please return the tape immediately after use," etc., etc.

My thought on this is as follows: To tell these Boy Scouts to listen, to have the parents call in anticipation, and then to send the tape in that manner . . . STINKS.

As an ex-Boy Scout I am frankly surprised they would sanction such dealings.

George R. Turpin
General Manager
KEYY Provo, Utah

EDITOR:

. . . I'm so damned burned at an outfit called "Elden Enterprises" in Laguna Beach, California I can hardly write about it. . . .

Frankly, we are not going to use the program. I think a principle is involved here and we're certainly not going to be gouged by some outfit to the tune of $16.50, public service or no. . . .

Cal Smith, Station Manager
KROC Rochester, Minn.

More on Merchandising

EDITOR:

I read with more than passing interest, even with high hopes, Mr. Hal Davis' article on radio-television merchandising in the July 27 issue. Typically, this article made much about what *should* be done by way of merchandising, then proceeded to develop next to nothing in the way of explicits. . . .

I agree in every sense with Mr. Davis' thesis that merchandising is indeed the support and justification advertising demands. But honestly, there is certainly more to merchandising than sending the talent out on personal appearance tours. . . . For the use of other disappointed readers, here's a partial list of the merchandising ideas we developed with CBS for supporting one of our client's fall radio campaign, and this is a spot buy:

1. A sales meeting with client's salesmen, addressed by talent and agency.
2. A personal letter to each salesman, detailing the campaign, both in terms of content and philosophy. (We want him to know what is being done to make his job easier.)
3. A similar letter to all dealers, stressing the fact that the client is conscious of his needs and is devoting this campaign to the dual ends of building sales and building traffic.
4. Window posters, featuring products and talent.
5. Counter samples. (This is a good product.)
6. Over-head display cards, eye-catchers for the customer.
7. Autographed photographs of the talent, giving the dealer direct identity with the talent, building his ego and prestige at the same time.
8. A give-away tie-in directly relating to use of our client's products, obtainable only at dealers.
9. Dealer mentions on programs.
10. A sales contest with winners being suitably rewarded and air mention of same.
11. Talent visits to dealers.

More ideas are being worked out, and while none of the above is particularly original with us, at least we have packaged them and are using them to support our client's advertising expenditures. . . .

Charles L. Lewin
V. P. and Director of Radio and Television
The Rockmore Co.
New York

Cheers for Ad Cheesecake

EDITOR:

After 20 years of looking at pictures of station managers, sales managers, account executives and other male personages of various shapes and sizes, going through the motions of signing contracts, shaking hands, holding plaques and an assortment of other novel and unique creations of photographic art, it is refreshing to see some cheesecake sprinkled around. Hail to the swing and umbrella girls. They can holler down my rainbarrel any time.

Forrest Wallace
General Manager
KPOL Los Angeles

Faithful Readers

EDITOR:

. . . I thoroughly enjoy reading B•T each week and believe your coverage of the trade news is excellent. . . .

Jack Simpson
Radio and Television
Foote, Cone & Belding
Chicago

Applause

EDITOR:

The transmitter crew here at KFMB-TV follow the progress of TV goings-on etc. through the pages of your publication. We all feel that you do an excellent job . . .

Lew Stoner
KFMB-TV San Diego

WPRO

PROVIDENCE, RHODE ISLAND

Announces

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVE

Effective Sept. 1, 1953

Night and day, WPRO is your guarantee of blanket coverage of the nation's 14th market, comprised of Providence, Rhode Island; Fall River and New Bedford, Massachusetts.

A million and a half potential listeners live well within WPRO's 1 MV/M contour and account for over one billion dollars in retail sales annually. With 98.7% of the population owning one or more radios, WPRO penetrates completely this unusually large and prosperous market.

A combination of top flight CBS and long established local programs assures not only large but *loyal* listening audiences . . . in other words, highest ratings for all WPRO advertisers.

To take advantage of this rich, pre-sold audience put WPRO on your next advertising schedule and watch your sales increase.

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

JOHN BLAIR & COMPANY

WPRO 5,000 WATTS • 630 KC • BASIC CBS RADIO

MORE NEW ENGLANDERS LISTEN TO WPRO THAN *ANY* OTHER RHODE ISLAND STATION

XUM

Put your UHF

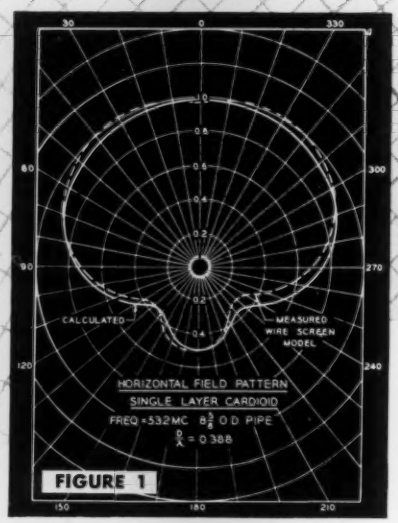


FIGURE 1

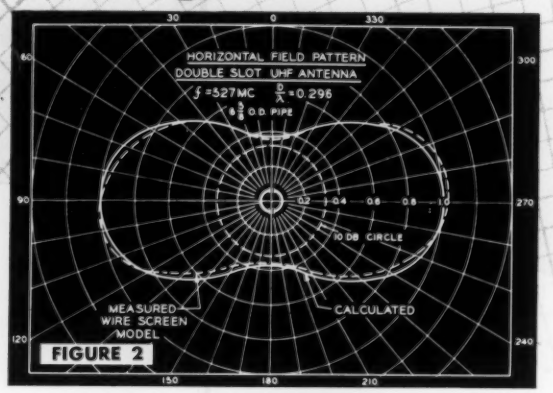


FIGURE 2

Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, *with minimum power loss in vertically polarized radiation.*

Do you need BETTER "close-in" coverage?

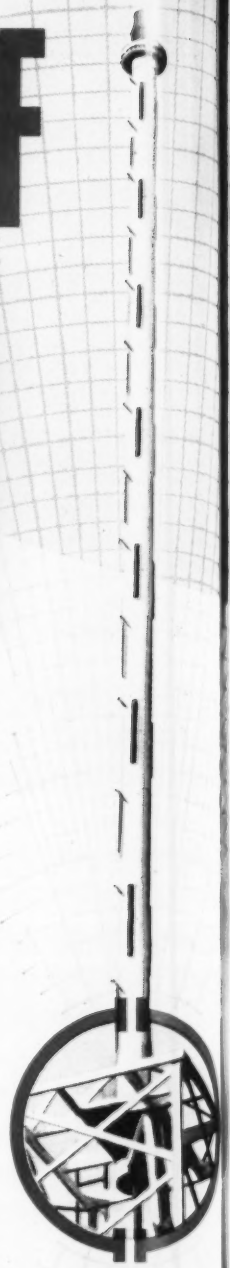
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 3 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 4 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?

RCA UHF Pylons (standard circulars and directionals) can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27 (see table). No tuning compromises in RCA UHF Pylons—with resultant loss of gain (such as caused by cross-polarized components). *The gain that's published is the gain you get!*

RCA UHF Pylon design is simplicity—plus! Just <u>one</u> feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.



Typical installation of an RCA Adjustable Beam, High-Gain UHF Pylon

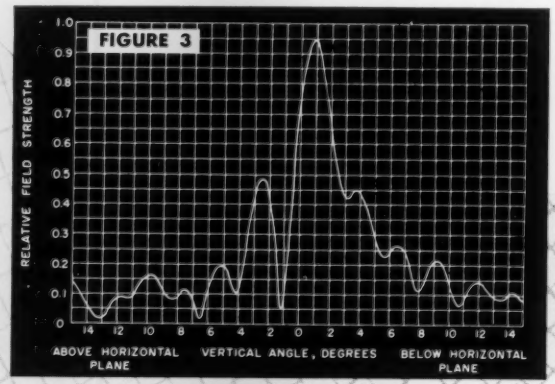


FIGURE 3

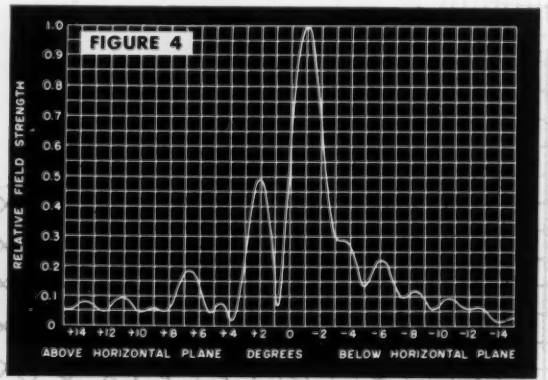


FIGURE 4

si nal where the population is

—Use an RCA "contour-engineered" UHF Pylon Antenna

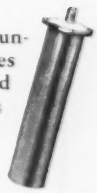
Select the RCA UHF Pylon to meet your requirements

Channels	Relative Gain	Gain (DB)	Sections	RCA Type
14-30	3	4.77	2	TFU-3BL
31-50	3	4.77	2	TFU-3BM
51-83	3	4.77	2	TFU-3BH
14-30	6	7.78	4	TFU-6BL
31-50	6	7.78	4	TFU-6BM
51-83	6	7.78	4	TFU-6BH
14-30	9	9.54	6	TFU-9BL
31-50	9	9.54	6	TFU-9BM
51-83	9	9.54	6	TFU-9BH
14-30	12	10.79	8	TFU-12BL
31-50	12	10.79	8	TFU-12BM
51-83	12	10.79	8	TFU-12BH
14-30	21	13.22	14	TFU-12BLS
14-30	21	13.22	14	TFU-21DL
14-30	24	13.8	16	TFU-24BLS
14-30	24	13.8	16	TFU-24DL
31-50	24	13.8	16	TFU-24BMS
31-50	24	13.8	16	TFU-24DM
51-83	27	14.31	18	TFU-27BHS
51-83	27	14.31	18	TFU-27DH

No picture deterioration with an RCA UHF Pylon—Transmitter Combination, even when the antenna is covered with four inches of ice.

RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known to the television industry. You can put up a Pylon, connect the line, and throw the switch. *Tuning is not required at your station!*

RCA supplies specially-matched UHF transmission lines



No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories

Only when everything in your transmitting system *is matched*—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower; mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

An antenna can make or break a TV station. The way it works depends on planning NOW. Take advantage of RCA's antenna-engineering "know-how" when you talk UHF—and be sure your antenna installation will meet your horizontal and vertical radiation requirements EXACTLY. Your RCA Broadcast Sales Representative is at your service.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

In Which Algy writes to . . .

Mr. William J. Kennedy
Ted Bates & Company
New York City

Dere Bill:

The anncrs. on WCHS hav been tellin' the folks how to keep Kool in these here hot days. I think its downrite smart of you to hav the anncrs. sayin' that early in the morning whin so many thousands of men is ridin' to work in our big chemicul plants and listenin' to th' car radios. I'll bet they like the advise theyre gettin'. Of course, lot of people gets advise from WCHS with 5,000 on 580 every day, advise about sich things as Bluebonnet margarine, Colgate dentul cream and Carters pills. Th' boss sez thet more peeple in W. Va. listen to us then to any othur station which sure makes me glad I work here.

Yrs.,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

Arthur J. Daly

on all accounts

A YEAR as a customer's man in a Wall Street brokerage firm is the only "off-beat" job held by Arthur J. Daly, business manager of the radio and television department of D'Arcy Advertising Co., in a business career that has spanned 25 years—24 in radio and television.

Mr. Daly's foray into stocks and bonds took place immediately after his graduation from Villanova College in 1928 and ended the next year when he joined NBC as a producer.

Like a true broadcasting veteran, Mr. Daly disavows any contribution that his Wall Street background may have made toward his present position. He believes that his talents in the administrative spheres of radio and television sharpened over the years as he assumed responsibilities in that direction along with primary programming and production chores.

His career has alternated between networks and advertising agencies. Mr. Daly remained at NBC from 1929 until 1937, during which time he produced such shows as *The Goldbergs, Firestone Hour* and the *Major Bowes Original Amateur Hour*. In the intervening years, he functioned as radio and television director for such agencies as Weintraub, N. W. Ayer, Peck Advertising and Geyer, Newell & Ganger. Before assuming his present post on June 8 he took another dip into network activity as an account executive with the DuMont Television Network.

In his present post, Mr. Daly is in charge of all timebuying for D'Arcy and of the general administrative functioning of the radio and television department. He reports to Paul Louis, vice president and director of radio and television for the agency. Mr. Daly maintains his office in New York, where D'Arcy concentrates much of its radio-TV activities, although agency headquarters are in St. Louis.

D'Arcy handles such accounts as Coca-Cola, Gerber Products Co., Anheuser-Busch and James Lees & Sons (carpets).

"I have long felt," Mr. Daly commented, "that radio and television are prime movers of merchandise in a way that no other media has matched in the history of advertising. The reason is that these media hit the people with the greatest impact where they live, and can influence most to buy products."

Mr. Daly was born in Cedarhurst, L. I., on Sept. 18, 1905. He married the former Ruth Hertzler, an executive in the fashion advertising field. They live with their twin sons, Philip and Peter, 2, in White Plains, N. Y.

Mr. Daly, whose hobby is oil painting, is a member of the Salmagundi Club. His favorite sports are tennis, swimming and sailboating.

On October 7, 1780, a hastily gathered "army" from the Carolina mountains surprised and destroyed a British force atop Kings Mountain—delaying the British advance until spring and paving the way for Yorktown.

Penetration of Charlotte's Big 2 in Kings Mountain—WBT, 89%; WBTV, 72%

at the peak of the Charlotte market

Historic Kings Mountain now shadows a thriving industrial town. Confident Kings Mountain citizens ask odds of nobody—in 1780 or in 1953. Yet they depend on nearby Charlotte for business, cultural and recreational facilities beyond the resources of their own community. This dependence, repeated in scores of satellite textile communities* gives Charlotte a *market importance* ten times its *city size*.

* *For example: N. C.: Albemarle, Belmont, Concord, Cramerton, Gastonia, Hickory, Kannapolis, Lincolnton and Salisbury; S. C.: Chester, Fort Mill, Gaffney, Lancaster, Rock Hill and Union.*

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

-NBC IS AMERIC
1.NETWORK COVERAGE
2.HOMES DELIVERED
3.TOP PROGRAMS
4.ADVERTISER ACCEPTANCE
5.BIGGER AUDIENCE LEAD

NO. 1 NETWORK—

➡5

NBC'S TV AUDIENCE LEAD OVER SECOND NETWORK CONTINUES TO INCREASE

From the beginning of network television, NBC has consistently led all networks in audience delivered for advertisers.

That lead is increasing.

In 1952 the average NBC program—day and night—reached 919,000 more homes than the second network. In 1953 NBC's average program has increased its lead to 1,312,000 more than the second network—an increase of 393,000 homes.

HOMES REACHED BY AVERAGE PROGRAM	1952	1953
NBC	**3,640,000**	**5,037,000**
NETWORK NO. 2	2,721,000	3,725,000

An ever-expanding audience lead is another important reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1952 and 1953, Average Sponsored Program. Average per-minute audience for both years. (Nielsen six minute audience not available in 1952.)*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

IN THE
Upper Midwest...

YOU CAN'T TRUST A WOMAN

They said she wouldn't watch daytime TV. Didn't have time.

But she fooled 'em. Today she spends more time with daytime TV than with all other media combined.

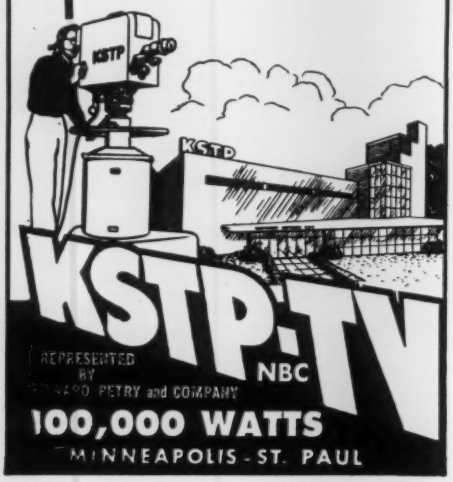
Daytime TV would have no impact, they said. But—you can't trust these women.

Today, daytime TV impact is five times greater in TV homes than other visual media.

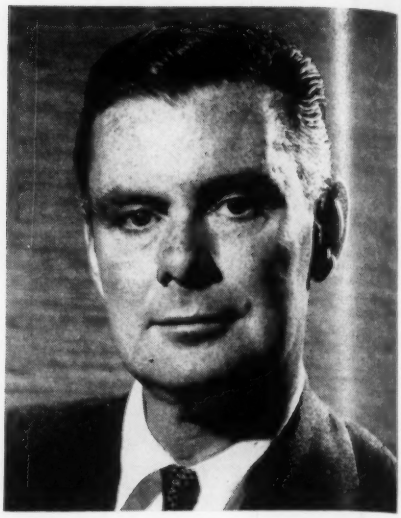
Cost? Well, KSTP-TV personalities (and their daytime TV shows) such as George Grim, Jimmy Valentine, Bill Ingram, and Bee Baxter are delivering large women audiences at costs-per-thousand low enough to make a slide-rule shudder.

Like the man said — you can't trust a woman. They'll do the opposite just to upset the predictions.

Ed Petry and his boys or any KSTP-TV sales executive has more information on these untrustworthy women and how you can turn their whims into profit.



our respects



to TERRENCE CLYNE

TERRENCE CLYNE, rcently named senior vice president of the Biow Co., New York, is a strong advocate and personal exemplar of the principle that time is money.

Now third in rank at an agency which bills $40-50 million annually, half of which is spent in radio and television, Mr. Clyne is first in command of the Bulova account, a $7 million yearly advertiser in radio-TV which, under the guidance of John Ballard, president of Bulova, and Mr. Clyne's promotional stewardship, sells more watches annually than its two nearest competitors combined.

Using spots exclusively the account currently disburses $6 million annually in television and $1 million in radio. Bulova is represented in every television market with contracts that run for 52 weeks.

Despite the fact that 70% of watch sales are registered during the graduation and Christmas seasons, Bulova campaigns the year around. This is an expression of the client's and Mr. Clyne's validated belief that sales come as a result of continuous impact rather than from seasonal saturation.

In addition to his pre-eminence on the Bulova account, Mr. Clyne is supervisor of the radio-TV network efforts of all the other advertisers on the Biow list.

Ambitious TV Plans

The agency will premiere at least six new TV shows nationally within the next two months. These include Philip Morris' new production, *Pentagon;* Dunhill and Lady Esther's alternate week sponsorship of the Ezio Pinza show; Procter & Gamble's participation on the new *Loretta Young* show; Pepsi-Cola's *Pepsi Playhouse;* Ruppert Beer's *Steve Allen* show and *Nothing but the Best,* also for P & G.

Mr. Clyne's supervision, incidentally, embraces the top rated nighttime network TV show, *I Love Lucy,* for Philip Morris, and the two highest ranking daytime TV programs: Procter & Gamble's *Search for Tomorrow* and Whitehall Pharmacal's *Love of Life.* Other TV shows, both for Philip Morris, include *My Little Margie* and *My Hero.*

"The largest single contract ever signed in television" was executed under Mr. Clyne's supervision when Philip Morris signed Lucille Ball and Desi Arnez and CBS-TV to an $8 million non-cancellable contract for 2½ or more years of *I Love Lucy,* on CBS-TV.

The contract will carry the film series through 1955. Mr. Clyne signed for the agency, while Harry W. Chesley Jr., vice president of Philip Morris, represented the cigarette company.

In radio Mr. Clyne superintends three network shows: *Margie* and *Philip Morris Playhouse,* both for the cigarette firm, and *Welcome Travelers* for Procter & Gamble.

Born in Philadelphia, March 22, 1906, Terry Clyne was educated at Amherst where he was a nine-letter man in football, basketball and track. He graduated with a B.A. degree.

From the time he entered the agency field, Mr. Clyne has been an account executive in every firm with which he has been connected.

He began his cycle with the Wall Street firm of Halsey Stewart & Co., forsaking it finally for a position with Merrill Lynch & Co., still on Wall Street. But after nine years he left The Street for another avenue, radio.

He joined Free & Peters, New York, station representatives firm, as an account executive and later was named vice president.

Served in 8th Air Force

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lt. Col. Clyne he was chief of supply for the 8th in Europe. He holds the Legion of Merit, the Croix de Guerre and Bronze Star with cluster.

A year after his return from service, he left Free & Peters to become associated with the Biow Co. as an account executive on the Bulova account. In 1948 he was named a vice president of the firm in charge of its radio and television network activities, in addition to his account work with the Bulova Co.

It was in 1948 that Mr. Clyne conceived the idea and sold the first "TV station identification" to WGN-TV Chicago, then to WABD (TV) New York.

In mid-July of this year he was named senior vice president.

Mr. Clyne is married to the former Frances Donelon, who, as a professional model, is believed to have appeared on more *Redbook* covers than any other model in the country.

They have two children, Terry Jr., five years old, and Michael, three years. Their home is in Bedford Village.

Mr. Clyne's hobby is tennis, but, unfortunately, his pursuit of that vocation has gone into a decline with the rise of television.

NOW ON THE AIR! — WDAY-TV

FARGO, N. D.

CHANNEL 6

WDAY-TV REACHES OUT LIKE CRAZY IN THE RICH FLAT LAND OF THE RED RIVER VALLEY!

WDAY-TV COVERS THE NATION'S THIRD-BEST COUNTY IN RETAIL SALES PER CAPITA* —COVERS AMERICA'S 73RD WHOLESALE MARKET

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

FARGO RANKS HIGHER IN WHOLESALE SALES THAN MANY LARGER CITIES SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION

AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives

Station Operato
Powerful "Put-N
Show . . . Tony M
Rogers Dick
Peggy Lee .
Station Operato

Ziv's New "Hour of Stars" . . . Five Full
Week . . . Full of One-Minute Spots and
It's the Hottest Station Deal That Eve

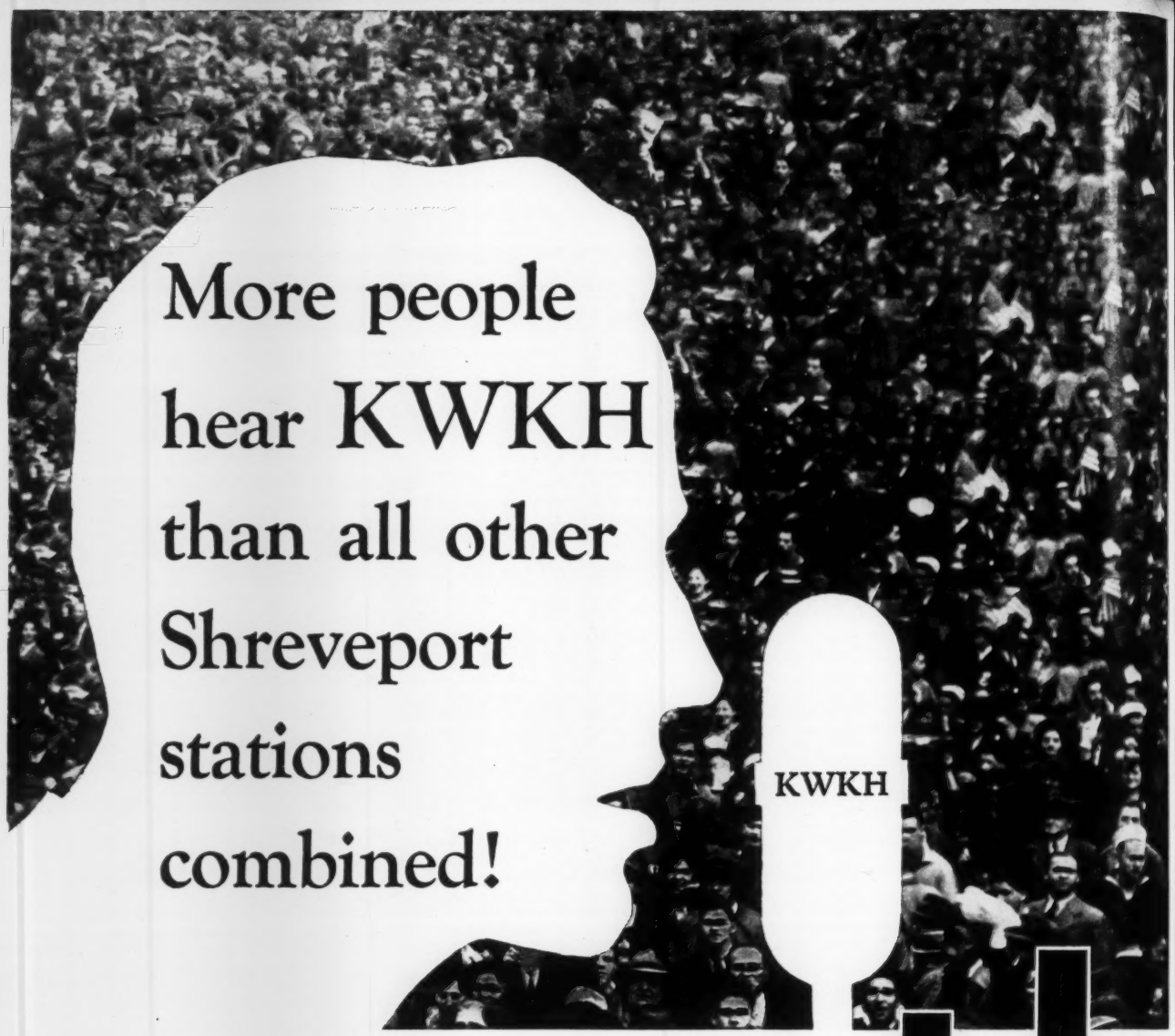
XUM

...rs! ZIV's New-Life-in-Radio" ...artin Ginger ...kPowell and ...Offers "Smart" ...rs Big Profits!

...ullHours Every ...andhain-Breaks. ...veHit Radio!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Hurry! Hurry!
Write, Wire
or Phone!
Your Market May
Still Be Available!



KWKH is by all odds the most listened-to, most productive station in the Arkansas-Louisiana-Texas area.

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations combined—*yet costs 44.2% less!*

The audience figures above are from the new Standard Station Audience Reports—the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham representative for the whole 50,000-watt KWKH story.

AVERAGE DAILY LISTENERS

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

August 3, 1953 Vol. 45, No. 5

DEAN SET FOR FCC VACANCY, EFFECTING GOP MAJORITY

South Dakota broadcaster's name was authorized Friday by President Eisenhower but delayed because of Taft's death. Candidate Charles Garland was offered FCC secretaryship, but he declined.

PRESIDENT Eisenhower last Friday approved the nomination of Robert J. Dean, president of KOTA Rapid City, S. D. for a seven year term on the FCC, succeeding Paul A. Walker, Oklahoma Democrat. Mr. Walker retired June 30.

The Dean nomination, however, was not submitted to the Senate as this issue closed Friday because of the death of Sen. Robert A. Taft, majority leader, and the consequent recess of the Senate out of respect to him. It was presumed the nomination would be transmitted to the Senate Saturday or possibly today (Monday). This was stated on authority of the Republican National Committee, which advised B•T Friday that the decision in favor of Dean had been reached by the White House.

The impending Dean nomination culminated one of the most vigorously contested campaigns for an FCC vacancy in many years. Also seeking the post was Charles Garland, general manager of KOOL Phoenix. Among other candidates was former Rep. John W. Gwynne of Waterloo, Iowa. On the preceding day, the 65 - year - old Iowan had been named to the Federal Trade Commission, clearing the decks for the Dean nomination.

Mr. Garland

Mr. Dean's name will go to the Senate Interstate & Foreign Commerce Committee. If his confirmation is not forthcoming prior to adjournment, expected this week, he must serve without pay until the new session convenes in January.

Mr. Dean expressed a willingness to do so, having arranged to dispose of his 55.5% interest in KOTA to his associated stockholders (some 40 others). Mr. Dean's primary political sponsor was Sen. Francis Case (R-S.D.).

Veteran in Radio

The 55-year-old South Dakotan has been in radio since 1922 and is a lawyer [B•T, May 25]. He practiced law in South Dakota following his graduation from the state university and has been identified with the ownership of seven stations in the state. KOTA is an applicant for TV Ch. 7 and operates KOZY (FM).

A Republican for a quarter-century, Mr. Dean was active in the Eisenhower campaign. Married, he has two daughters, 20 and 22.

The Dean appointment, for the first time since the election, will shift the FCC balance to a majority of Republican members. Other Republicans are Rosel H. Hyde, chairman, George E. Sterling and John C. Doerfer. The Democratic members are Frieda B. Hennock and Robert T. Bartley, with the seventh member, Commodore E. M. Webster, politically listed as an Independent.

In the running until last Friday was Mr. Garland. He conferred on both Tuesday and Wednesday with GOP Chairman Leonard Hall and was proffered the secretaryship ($10,300 per year) which he had rejected. In the power politics battle, Mr. Garland had the support of Barry Goldwater, freshman Republican Senator from Arizona (who succeeded former Majority Leader Ernest W. McFarland, applicant for Ch. 13 against KTAR Phoenix and Desert Advertising Co.) and Eugene C. Pulliam, publisher of *Indianapolis News* and *Phoenix Republic* and *Gazette*, and owner of WIRE Indianapolis and WAOV Vincennes, Ind.

Mr. Dean

Mr. Garland had been a candidate for the FCC for some eight months—virtually since the election. He collided with the "broad-

Ike Picks His 'Practical Broadcaster' . . . . . *An Editorial*

PRESIDENT EISENHOWER, as this was written Friday, was prepared to name his first "practical broadcaster" to the FCC in the person of Robert J. Dean of South Dakota. The decision, formal announcement of which was delayed because of the death of Sen. Taft, came after one of the most fiercely contested campaigns ever conducted for an FCC post—practically all of it behind the political scenes.

In the battle of power politics, Mr. Dean was supported by Sen. Francis Case of South Dakota, with the backing of other political leaders and the endorsement of a number of state broadcasters' associations. He emerged over Charles Garland, general manager of KOOL Phoenix, supported by Sen. Barry Goldwater of Arizona, Eugene Pulliam, Indiana-Arizona publisher and broadcaster and a member of the Republican National Committee, as well as a host of broadcasters. Mr. Garland, it appears, was finessed out of the running at the eleventh hour. Other non-broadcaster starters wilted in the home stretch. The key man was Leonard Hall, recently installed chairman of the GOP Committee.

There can be no doubt about Mr. Dean's status as a practical, independent broadcaster. For many years there has been an insistent demand that a "journeyman" station operator be placed on the FCC, to impart to that body the "feel" of station operation. Mr. Dean has built seven stations during his 30 years in radio—all in his native South Dakota. He is an attorney.

Moreover, Mr. Dean had had experience on the other side of the regulatory fence. He, like many of his broadcaster colleagues, has had brushes with the FCC. In 1938, the Commission denied a renewal of license to the then KWTN Watertown, of which he was part owner. In a related case, it declined to consent to transfer of control of KGDY Huron to a company in which Mr. Dean held an interest. The conclusions reached by the FCC specified that the transfer of control had been effected with prior FCC approval, and that there also had been violations of technical regulations. The cases went to court; FCC was sustained.

So Mr. Dean comes to FCC with as rich and as varied a "home town broadcaster" background as anyone who has ever served. His record will be watched closely. There had been opposition to the appointment of a broadcaster—any broadcaster—because of possible bias. That argument, however, finally was demolished, since it makes sense to have experts on expert agencies.

Whether the FCC henceforth will have among its membership those who have toiled in the broadcasting vineyards may largely be determined by Mr. Dean's stewardship (assuming Senate confirmation). He'll have seven years to prove it.

XUM

caster" opposition of Mr. Dean, who was sponsored primarily by Sen. Case. But Mr. Garland also reportedly had lined up formidable support, including a number of Senatorial delegations as well as a number of state broadcaster associations.

Mr. Garland, it is understood, made it abundantly clear to Chairman Hall that he was not interested in anything other than a commissionership and that he had not originally aspired to any government post but had been urged to "accept" an FCC appointment. He said he sought the job because of the opportunity it provided to render a service to his country and also because of the obvious prestige that would be associated with it. He had been advised initially that the administration was interested in the appointment of a "highly qualified broadcaster." Mr. Garland had made a half-dozen trips to Washington at the behest of his political supporters since the new administration took over.

Mr. Dean had been in Washington or in the Washington area for some two months, residing at the Congressional Hotel, near Capitol Hill, and spending a good deal of his time in the offices of Sen. Case. Mr. Garland also had arranged to sell his broadcasting interests in the event of appointment. Mr. Garland owns minority interests in KOOL and KOPO Tucson. Mr. Dean, in addition to his 55% ownership in KOTA, owns Radio Games, a family partnership holding title to several programming projects now being syndicated. Since no licenses are involved, his arrangement was simply to turn these interests over to his family, while disposing outright of his KOTA holdings.

ADVERTISERS & AGENCIES

TV WARES NEED VISUAL APPEAL, DESIGNER KECK TELLS ADVERTISERS

Design and packaging are all important for a product intended to be advertised on television, concludes the West Coast industrial designer after a lengthy study on that subject. 'Extraordinary' changes in consumer products may be occasioned by video advertising. Color TV will bring even more possibilities.

ANY consumer product which sets new sales records in today's competitive market must be designed and packaged to be completely "television proof."

That advice to manufacturers was voiced by Henry Chapman Keck, West Coast industrial designer, who has just completed an extensive study of special considerations which TV advertising now requires for the product designer. The study was begun in 1951 as a matter of professional interest since his firm, Henry Keck Assoc., Pasadena, Calif., specializes in the engineering and styling of mass-produced articles.

As the survey findings grew, Mr. Keck came to conclude that TV demands may soon work extraordinary changes in the manufacture of nearly all consumer products.

He feels the special requirements of television as an advertising medium bring new emphasis to the advantages of good design. He cites simplicity of design as the key to any successful video campaign.

Products advertised via TV must *look* desirable, for no amount of glowing rhetoric can spark sales appeal for an item which appears as a dull or indistinct blur on the screen, Mr. Keck said. The viewer simply ignores the announcer's message, or worse, resents it.

Basic product form carries more responsibility in TV advertising than in other media, according to Mr. Keck. Every set owner is all-too familiar with the ludicrous distortions which turn round objects into football shapes on his home screen, he declared, stressing that faults of this type can be corrected, either in the original design or in manner of display.

Mr. Keck believes that many completely new appearance considerations are needed to prepare a product for maximum benefit from TV advertising. Much of his investigation has been directed at developing color combinations while staying within the limited range of effective TV screen values.

Special TV Packaging

In consulting with various West Coast independent and network TV engineers, Mr. Keck found a number of major manufacturers already have been forced to provide special mock-up packages and labels for television purposes, when the standard products made poor showings before the cameras. Costly, it causes a needless duplication of effort, as the advertiser's campaign is shifted from one medium to another, he pointed out.

Surface textures present another major problem for products making their television debuts, Mr. Keck found. The brilliant chrome or glass surfaces which sparkle invitingly from showcases, cause immediate havoc on the light-sensitive faces of delicate camera tubes, and produce unpleasant "halos" of harsh and distracting glare.

"For many such products," he said, "the solution lies in using softer surfaced materials in the manufacturing process."

Mr. Keck found satin-finished aluminum or matte-finished plastics particularly valuable in eliminating glare . . . their use often resulting in improved appearance of the articles being tested.

The two most important factors which Mr. Keck's study treated are "brand-label" identity and "ease of demonstration."

"Identity of the product on television must be established *visually*," he states. "This can only be achieved with a clear, concise and attractive label treatment, which is visibly consistent with the nature of the product."

Actual viewer impact in the TV medium too often is measured with the over-simplified yardstick of sheer size, he said. This makes a poor criterion, since modern camera lenses literally can fill a 24-inch home screen with a close-up image of a product no larger than a cigarette lighter. It follows that composition and relative visual values, within the basic design, are the real ingredients of "telegenic appearance."

Of equal importance to the TV merchandiser is the matter of demonstration, Mr. Keck said. Chances are his product already functions well but that isn't enough for television purposes. It must look easy to operate from the camera's point of view.

If the demonstration requires awkward or difficult handling, sales will be jeopardized regardless of the actual performance of the product, he warned.

In discussing color TV, Mr. Keck said, "If the basic design is good, the color problem can be solved at the same time that the overall TV challenge is met. In other words, a well-conceived design will employ color combinations which look smart in black and white, yet require no modification for full color use."

"Design of this type will enhance a product's advertising appeal in every medium, whether it be used for newspaper advertising, TV commercials or point-of-sale displays."

THERE'S a reason for these smiles. Arthur Godfrey, whose picture stands in proxy, has just been signed to a $1,300,000 contract by the Esquire Boot Polish Co. and CBS. The pactmakers are (l to r) Sam Abrams, Esquire president; John Karol, CBS vice president in charge of sales, and Albert Abrams, Esquire vice president. Emil Mogul Co. is the agency which arranged the buy for Mr. Godfrey's morning radio-TV show.

RICHARD C. FRANCIS (l), vice president and Pacific Coast manager of Campbell-Ewald's Los Angeles office, turns over keys to new and larger Hollywood office to Willard W. Hanes, its manager and radio-TV director.

Bears, Cardinals Games Taken by ABC-TV, Standard

HOME games of the Chicago Bears and Cardinals National Football League teams will be telecast by ABC-TV this fall for the second consecutive year, the network announced last week.

Standard Oil Co. of Indiana will sponsor one half of each of the 12 Sunday contests, with local sponsors in other areas picking up second-half sponsorship. Agency is McCann-Erickson Inc., Chicago. Telecasts will be blacked out in Chicago. Harold (Red) Grange will handle play-by-play.

Westinghouse Electric Corp. already has contracted for exclusive sponsorship of telecasts of selected Saturday pro league games on the DuMont TV Network. Standard also will sponsor radio broadcasts of Bears' Sunday games on WGN Chicago.

Williamson to Moore

R. S. (BOB) WILLIAMSON, managing director of the Piedmont Advertising Agency Inc., Salisbury, N. C., for four and a half years, has been appointed advertising and public relations director for B. C. Moore & Sons Inc., operator of 43 department stores in Alabama, Georgia and the two Carolinas. Mr. Williamson will join the Moore organization Aug. 15 and will be headquartered at the firm's general offices which are located in Wadesboro, N. C.

Mr. Williamson

NEW BUSINESS

Continental Baking Co., N. Y., (Wonder bread and Hostess cup cakes), signs to sponsor CBS Radio's new panel show, *Make Up Your Mind,* which starts Aug. 7 (Mon.-Fri., 11:30-45 a.m. EDT) with Jack Sterling, ringmaster of CBS-TV's *Big Top* and WCBS New York's early-morning personality, in role of m.c. Agency: Ted Bates & Co., N. Y.

Liggett & Myers (Chesterfield cigarettes) renews *Les Griffith and the News* on ABC radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Admiral Corp., Chicago (television receivers), will sponsor 20th annual All-Star football game from Chicago on Aug. 14, starting at 9:30 p.m., over DuMont Television Network. Game will be carried in at least 69 cities. Agency: Erwin, Wasey & Co., N. Y.

Hazel Bishop Inc. (beauty preparations) to sponsor West Coast m. c. Peter Potter in *Peter Potter's Juke Box Jury* on ABC-TV, Sun., 9:30-10:30 p.m. EST, effective Oct. 4 for 52 weeks. Agency: Raymond Spector Co., N. Y.

Voight's Labs. planning spot radio campaign in Boston, Philadelphia, Washington, Indianapolis, New York and perhaps other markets, using news and women's programs to promote Dermadyne posion ivy remedy and Oraphyll denture adhesive. Agency: Ovesey, Berlow & Straus, N. Y.

NEW ZIV SERIES IN 58 MARKETS

WIDESPREAD sales activities on the latest Ziv television and radio program series were announced last week by M. J. (Bub) Rifkin, sales vice president of Ziv Television Programs Inc.

Mr. Rifkin said that the *I Led Three Lives* TV program has been sold in more than 58 markets after having been on sale only four weeks. He estimated total billings at more than $1 million. He noted that sales on the program which centers around a young Boston advertising executive who becomes an undercover man for the FBI, were all on firm, 52 week contracts.

Advertisers who have bought *I Led Three Lives* include Phillips Petroleum, Bartlesville, Okla., for all key midwest markets; Adolphe Coors Co., Golden, Colo., brewery firm, for nine TV markets in the mountain states area, and Golden State Co. Ltd., San Francisco dairy company, for all nine TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employes to 80 by July 1954.

CBS TV Film Sells $250,000 in Series

ADDITION of some $250,000 in new business by CBS Television Film Sales for three of its major syndication series was announced last week by Wilbur S. Edwards, general sales manager. He noted that the sales were completed within a 12-hour period July 21-22.

New sales included *Linkletter and the Kids* to the Kasco Dog Foods Co., Waverly, N. Y., for showing in Detroit; Cleveland; Columbus; Baltimore; Binghamton, N. Y.; Tulsa, Okla., and Schenectady, N. Y.; *Amos 'n' Andy* to Nalley's Salad Dressing Co., Tacoma, Wash., for Seattle; Yakima; Bellingham; Boise, Idaho; Portland, Ore.; Little Rock, Ark.; Wichita Falls, Tex.; Waco, Tex.; Monterey, Calif., and Medford and Eugene, Ore.; and *Crown Theatre* to KRTV (TV) Little Rock, KWFT-TV Wichita Falls, KANG-TV Waco, and KMBY-TV Monterey.

NBC-TV Show to Capsule Eight Years of History

NBC PLANS to celebrate the eighth anniversary of its independent TV news-on-film production with a special, full-hour show—*Assignment Tomorrow,* a rundown of outstanding news events of the 1945-53 period, prepared from the NBC Film Library on Aug. 23 at 7-8 p.m. EDT, NBC Public Affairs Director Davidson Taylor announced last week.

James Fleming, former news editor of NBC-TV's *Today* series, is editor-narrator for the documentary in which, Mr. Taylor said, a new reporting technique will be used, employing the voices of news-making personalities as "narrators" speaking behind films of events in which they participated. Among these will be the voices of President Eisenhower, former President Truman, Gen. Lucius D. Clay, former UN Secretary-General Trygve Lie, and Adlai Stevenson. In some cases, special recordings will be made for the program.

GENERAL ELECTRIC's Electronics Division will sponsor *Meet Mr. McNutley* on CBS Radio beginning Thursday, Sept. 17 with a film version slated on CBS-TV by GE's Small Appliance Division later in the fall. Radio plans are discussed by (l to r) S. James Andrews, radio-TV director of the agency, Maxon Inc., New York; Ray Milland, the show's star, and Tyler Davis, Maxon's West Coast representative. GE's Small Appliances Division agency is Young & Rubicam.

Guild Films' Kaufman Sees $2½ Million in '53 Business

GROWTH of Guild Films Inc. in its first year of operation has been described by President Reub Kaufman in a statement projecting company business for 1953 at a figure totaling "at least $2½ million."

Mr. Kaufman pointed out that he had launched Guild as a TV film production and distribution firm with a "modest capital of $100,000," and said the company currently has contracts for shows totaling "close to twice that amount monthly." Guild has administration offices in New York and several operating studios on the West Coast.

At the same time, Mr. Kaufman announced plans for the production and distribution of two new shows, *Life With Elizabeth* and *Joe Palooka.* Both will be half-hour TV film shows and will be produced on the West Coast.

Edward (Ned) Buddy Dies; Headed CBS Newsfilm Dept.

FUNERAL services for Edward C. (Ned) Buddy, general manager of CBS-TV's Newsfilm department, were to be held Saturday at Vineyard Haven, Mass. Mr. Buddy, 46, died Wednesday after a heart attack at his home in Westport, Conn.

He took over direction of CBS-TV's film department May 1 when it began operation [B•T, April 13]. It was set up to provide daily coverage of world events for the network. He was a member of CBS Radio's news staff for a time before World War II.

Survivors include his wife, three daughters and two sons.

Film Sales

WCBS-TV New York, acquires multiple-run rights to "That's My Boy," film starring **Jimmy Durante. Louis Weiss & Co.,** L. A., is distributor.

Illinois Bell Telephone Co. buys **NBC-TV** documentary, *Victory at Sea,* for repeat show-

ing on **WNBQ (TV)** Chicago. First of 26 installments starts Sept. 13. Agency: **N. W. Ayer & Son,** N. Y.

•

Guild Films, New York, has sold the half-hour filmed *Liberace Show* to **WFMY-TV** Greensboro for sponsorship by the **Streitman Biscuit Co.** and to **WEEK-TV** Peoria for a sponsor to be announced. The musical series is running in more than 70 markets and is sponsored in more than 20 of them, according to Guild Films.

•

Kelly Furniture Store and **Lane's Rexall Drug Store,** Austin, Minn., will co-sponsor *Craig Kennedy Criminologist* on **KMMT (TV)** that city, for 26 weeks, when station starts operations around Aug. 15. Weekly half-hour series is filmed by **Adrian Weiss Productions** and distributed by **Louis Weiss & Co.,** both Los Angeles.

Production

Kling Studios Inc., Chicago, has completed a new series of film shows for *Music With the Hormel Girls,* TV package, according to **Fred A. Niles,** vice president of Kling's motion picture-TV division. The studio shot 88,000 feet of film in 24 hours on the 15-minute CBS-TV series, for which Kling has filmed some 60 shows.

•

Screen Gems Inc., Hollywood, has re-signed directors **James Neilson** and **Ted Post** for fall production schedule of NBC-TV's *Ford Theater* half hour film series which returns to the air Oct. 1. Mr. Post's seventh assignment for the Columbia Pictures video subsidiary is "Emergency," written by **Sam Marx,** which starts shooting Aug. 10. "Sister Veronica," from **Karen DeWolf's** script, is Mr. Neilson's 13th assignment and goes before the cameras Aug. 13. **Irving Starr** is producer on both films.

•

Blinkey Productions, New York, has resumed production on another series of 15 minute films of *The Adventures of Blinkey.* The firm announces it also will make spot commercials for sponsors of the "Blinkey" series at cost plus 10% by using the Blinkey characters for commercials.

Film People

Eva Gabor, stage and screen personality, signed by **Ely Landau Inc.,** New York, television production and distribution firm, to appear in a new TV series to be filmed in New York and on the west coast.

AM-TV NETWORK GROSS UP 8.7% FOR FIRST SIX MONTHS

PIB figures show nearly $15 million increase over the January-June totals of 1952. Also released by the Bureau are radio and TV advertiser breakdowns for May and the January-May period of 1953.

GROSS time sales of the nationwide radio and TV networks during the first six months of 1953 totaled $187,046,260, an increase of 8.7% over the $172,106,873 radio-TV network gross for the first half of 1952, according to figures compiled by Publishers Information Bureau on advertising expenditures for network time.

Individually, the radio networks for the six month period were down 1.1% below their total for the like part of last year, while the video networks showed a gain of 18% in the first half of this year over the same period of 1952.

For the month of June, the radio networks grossed 1.1% more than in June of 1952 (reversing their position for the first half of the year), and the TV networks were 29.1% ahead of June of last year. Combined, the broadcast network gross for June totaled $30,167,342, a gain of 15.2% over the June 1952 gross of $26,181,395.

PIB earlier had released five-month figures on AM and TV network timebuying, in which the top advertisers were listed and the sales by classification were tabulated.

A total of 164 advertisers used time on the nationwide radio networks during May, the same number that were network clients in May 1952 if the three political advertisers using network radio that month are omitted as outside the normal list of advertisers.

This May's average expenditure topped that of last May by more than $100, this May's network clients averaging $85,448 in radio network time purchases to the May 1952 average of $85,310, according to calculations based on the PIB figures.

During the January-May period this year 201 advertisers purchased radio network time, compared to 190 (plus four political accounts) for the same five months of 1952, but their average expenditures were lower than a year ago, $354,035 this year to $371,258 last.

The four TV networks in May sold time to 163 advertisers who spent on the average of $112,441 for video network time, compared to the average of $99,269 expended by the 148 TV network clients in May 1952.

The increase in advertisers marks a new trend that reverses previous declines in the number of TV network clients. In the January-May period of 1953 a total of 177 advertisers sponsored or participated in sponsorship of TV network programs, compared with 192 TV network clients in the like period of 1952 (not including political advertising). Average expenditures for time, however, were considerably higher (25.9%) this year than last, $494,524 to $392,721.

* * *

TOP TEN TV NETWORK ADVERTISERS IN MAY 1953

1.	Procter & Gamble	$1,270,07
2.	Colgate-Palmolive-Peet	941,50
3.	R. J. Reynolds Tobacco	807,79
4.	General Foods	616,26
5.	American Tobacco	577,83
6.	Liggett & Myers Tobacco	488,40
7.	General Mills	487,10
8.	Gillette	468,93
9.	Philip Morris	422,26
10.	P. Lorillard	403,74

* * *

TOP TEN RADIO NETWORK ADVERTISERS IN MAY 1953

1.	Procter & Gamble Co.	$1,257,19
2.	General Foods Corp.	597,02
3.	Miles Labs	593,04
4.	General Mills	529,98
5.	Gillette Co.	489,49
6.	Colgate-Palmolive-Peet Co.	487,08
7.	Sterling Drug	409,47
8.	Liggett & Myers Tobacco Co.	401,00
9.	R. J. Reynolds Tobacco Co.	388,10
10.	Lever Brothers Co.	380,09

* * *

NETWORK TELEVISION, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$2,110,958	$3,001,314	$15,353,074	$19,403,716
CBS	5,220,143	4,629,254	31,281,720	29,640,429
MBS	1,807,206	1,632,977	11,174,831	10,262,680
NBC	3,979,471	3,708,014	24,732,789	24,183,934
Total	$13,117,778	$12,971,559	$82,542,414	$83,490,759

* * *

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$2,674,622	$5,156,404	$1,786,134	$4,260,555	$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,802	12,660,429
Mar.	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
Apr.	2,637,364	*5,375,243	1,974,359	4,196,009	*14,182,975
May	2,593,923	*5,333,481	1,994,358	4,141,070	*14,062,832
June	2,110,958	5,220,143	1,807,206	3,979,471	13,117,778
Total	$15,353,074	$31,281,720	$11,174,831	$24,732,789	$82,542,414

NETWORK RADIO, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$1,597,253	$1,279,985	$9,866,205	$10,717,748
CBS	7,399,078	5,385,820	44,205,527	32,451,094
DuMont	803,848	749,497	5,388,066	4,489,771
NBC	7,249,395	5,794,534	45,044,048	40,957,481
Total	$17,049,574	$13,209,836	$104,503,846	$88,616,114

* * *

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$1,604,892	$7,052,395	$ 982,794	$7,558,448	$17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860	*17,720,036
May	1,813,985	7,622,432	864,870	7,987,065	*18,288,352
June	1,597,253	7,399,078	803,848	7,249,395	17,049,574
Total	$9,866,205	$44,205,527	$5,388,066	$45,044,048	$104,503,846

*Revised 7-28-53

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1953

Class	Company	Expenditure for Network Time
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,767
Apparel, Footwear & Accessories	Knomark Mfg. Co.	41,992
Automotive, Automotive Equipment & Accessories	General Motors Corp.	145,863
Beer, Wine & Liquor	Falstaff Brewing Co.	114,854
Building Materials	Johns-Manville Corp.	66,545
Confectionery & Soft Drinks	William Wrigley, Jr., Co.	146,280
Consumer Services	Electric Cos. Adv. Program	79,883
Drugs and Remedies	Miles Labs	593,045
Food and Food Products	General Foods Corp.	589,479
Gasoline and Other Fuels	Standard Oil Co. of Indiana	98,331
Horticulture	Ferry Morse Seed Co.	22,148
Household Equipment	Philco Corp.	121,851
Household Furnishings	Owens-Corning Fiberglass Corp.	59,810
Industrial Materials	U. S. Steel Corp.	125,162
Insurance	Prudential Insurance Co. of America	72,966
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	60,210
Office Equipment	Hall Brothers	83,225
Publishing and Media	First Church of Christ Scientist	15,304
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	79,542
Retail and Direct Mail	Dr. Hiss Shoe Stores	1,545
Smoking Materials	Liggett and Myers Tobacco Co.	401,007
Soaps, Polishes and Cleansers	Procter & Gamble Co.	718,990
Toiletries and Toilet Goods	Gillette Co.	489,495
Transportation, Travel, Resorts	Assn. of American Railroads	63,392
Miscellaneous	American Federation of Labor	94,950

* * *

LEADING ADVERTISERS ON TV NETWORKS BY PRODUCT GROUPS FOR MAY 1953

Class	Company	Expenditure for Network Time
Apparel, Footwear & Accessories	Griffin Mfg.	$ 47,325
Automotive, Auto. Equipment & Access.	Ford Motor	355,058
Beer, Wine & Liquor	Pabst Brewing	174,224
Building Materials	Glidden	52,500
Confectionery & Soft Drinks	Coca-Cola	195,972
Consumer Services	Electric Cos. Adv. Program	52,464
Drugs & Remedies	American Home Products	214,809
Food & Food Products	General Foods	616,268
Gasoline, Lubricants & Other Fuels	Texas Co.	147,975
Horticulture	Montamower Dist. Corp.	3,068
Household Equipment	General Electric	381,808
Household Furnishings	Armstrong Cork	103,920
Industrial Materials	Reynolds Metals	138,975
Insurance	Prudential Insurance Co. of America	84,915
Jewelry, Optical Goods & Cameras	Speidel	62,070
Office Equip., Stationery & Writing Supplies	Hall Brothers	103,500
Publishing & Media	Cowles Magazines	2,567
Radios, TV Sets, Phonographs & Access.	RCA	203,700
Smoking Materials	R. J. Reynolds Tobacco	807,790
Soaps, Cleansers & Polishes	Procter & Gamble	864,629
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	743,039
Transportation & Resorts	Greyhound	12,149
Miscellaneous	Quaker Oats	79,665

* * *

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND FIRST FIVE MONTHS 1952-1953

	1953		1952	
	May	Jan.-May	May	Jan.-May
Agriculture & Farming	$113,992	$540,046	$69,435	$324,933
Apparel, Footwear & Accessories	101,985	539,218	23,492	128,190
Automotive, Auto. Access. & Equipment	510,950	2,534,664	369,528	1,699,738
Beer, Wine & Liquor	151,137	773,338	227,825	1,142,348
Bldg. Materials, Equip. & Fixtures	67,634	355,783	96,861	417,585
Confectionery & Soft Drinks	307,513	1,249,735	472,760	2,641,370
Consumer Services	235,871	1,086,837	189,585	1,000,446
Drugs and Remedies	1,935,999	9,536,052	1,829,327	9,383,704
Food and Food Products	3,212,301	16,097,970	3,288,429	16,493,505
Gasoline, Lubricants & Other Fuels	372,451	2,082,907	424,153	2,269,547
Horticulture	33,136	107,324	46,928	109.923
Household Equip. & Supplies	611,506	3,021,153	250,535	1,553,610
Household Furnishings	209,580	945,202	96,775	493,820
Industrial Materials	125,162	708,795	156,558	1,067,266
Insurance	180,719	820,387	309,165	1,471,600
Jewelry, Optical Goods & Cameras	82,786	463,266	91,824	481,488
Office Equip., Stationary & Writing Supplies	83,225	366,312	82,480	361,577
Political	....	....	5,295	5,999
Publishing & Media	26,704	94,296	85,543	351,476
Radios, TV Sets, Phonographs, Musical Instruments & Access.	137,175	965,616	109,124	636,792
Retail Stores & Direct Mail	1,545	6,489	2,688	11,022
Smoking Materials	1,420,380	6,884,794	1,546,156	8,135,616
Soaps, Cleansers & Polishes	1,257,500	6,202,002	1,699,067	7,994,398
Toiletries & Toilet Goods	2,302,211	11,431,051	2,053,942	9,980,044
Transportation, Hotels & Resorts & Agricultural Development	63,392	332,381	61,902	406,545
Miscellaneous	488,677	2,206,445	407,749	2,023,465
Total	$14,013,531	$69,352,063	$13,996,126	$70,544,987

SOURCE: Publishers Information Bureau

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JANUARY-MAY, 1953, COMPARED WITH SAME PERIODS 1952

	1953		1952	
	May	Jan.-May	May	Jan.-May
Apparel, Footwear & Access.	$ 214,093	$ 1,241,620	$ 268,049	$ 1,699,419
Automotive, Auto. Equip. & Supplies	1,517,467	7,003,147	1,256,090	6,275,450
Beer, Wine & Liquor	372,927	2,028,402	584,318	2,779,708
Building Materials, Equip. & Fixtures	52,500	126,155	3,908	329,014
Confectionery & Soft Drinks	607,209	2,602,912	437,996	2,342,228
Consumer Services	52,464	315,036	9,960	94,620
Drugs & Remedies	683,790	3,959,898	512,380	2,250,905
Food & Food Products	3,441,395	15,596,956	2,875,650	14,831,152
Gasoline, Lubricants & Other Fuels	291,180	1,416,132	320,025	1,845,783
Horticulture	3,068	3,068	10,465	12,370
Household Equipment	1,610,757	7,530,622	827,241	4,416,011
Household Furnishings	299,348	1,420,836	222,335	1,092,103
Industrial Materials	420,474	2,069,969	271,727	1,858,224
Insurance	130,315	583,102	26,240	152,730
Jewelry, Optical Goods & Cameras	271,128	1,233,051	215,380	895,795
Office Equip., Stationery & Writing Supplies	160,934	568,204	73,320	739,060
Political	----	----	----	72,617
Pubishing & Media	2,567	172,673	49,965	307,032
Radios, TV Sets, Phonographs, Musical Insts. & Access.	321,370	1,559,103	320,550	1,919,570
Retail & Mail Order	----	23,175	110,188	495,438
Smoking Materials	2,940,523	14,204,920	2,516,249	11,692,421
Soaps, Cleansers & Polishes	1,590,346	8,845,799	1,541,477	7,997,913
Sporting Goods & Toys	----	15,038	----	----
Toiletries & Toilet Goods	3,052,241	13,779,722	2,097,046	10,414,602
Transportation & Resorts	12,149	222,774	----	----
Miscellaneous	279,677	1,008,428	154,268	889,398
Totals	$18,327,922	$87,530,742	$14,701,827	$75,403,383

SOURCE: Publishers Information Bureau

Nielsen Drafts New TV Ownership Survey

A. C. NIELSEN Co., Chicago, has forwarded to the TV networks plans for a complete national and local re-measurement of TV ownership, designed to yield up-to-date data by counties and groups of counties with 10,000 or more families.

The firm will conduct a re-survey with a 100,000 home area probability sample to "find out the truth about local TV ownership, with special reference to new markets and uhf," according to A. C. Nielsen, president. Project is planned for this fall after return of winter TV schedules. Reports will be made available about Jan. 1.

"AM and TV stations and networks will also have up-to-date facts on which to evaluate their needs for remeasuring of station and network coverage," Mr. Nielsen said, referring to a second Nielsen Coverage Service measurement on stations next spring. Over 150 stations have subscribed to this survey, he added.

Back With a Bang

LARGEST share-of-audience in the history of *Talent Scouts* program was attained Monday night when Arthur Godfrey returned to the CBS-TV show, according to Oscar Katz, CBS-TV director of research. He said that the show's Trendex rating was 43.0, meaning that more than 90% of viewers who had their sets turned on were tuned to the Godfrey program. Mr. Katz noted that Trendex's research showed that only 4.4% of the audience, with a 2.0 rating, were tuned to the next-highest-rated show.

Druggists Favor TV, Fact Finders Reports

OF 2,317 druggists (83.8% independents and 15.2% chain) interviewed in a survey to find which one—or more—of the advertising media they would recommend to national advertisers to help increase their sales, 86% recommended television.

The survey of drug stores conducted in 33 major markets by Fact Finders Assoc. Inc., marketing research firm, found that 29.2% also liked magazines, 25.6% newspapers, 23% radio, 10.2% outdoor, 2.6% displays and 3.6% other media.

Some of the cities: Los Angeles, San Francisco, Miami, Chicago, Detroit, Baltimore, New York, Cincinnati, Albany, Milwaukee, Buffalo, Syracuse, Philadelphia, Pittsburgh, Minneapolis-St. Paul, Louisville, Newark, Columbus, Ohio, San Antonio and Portland, Ore.

FINAL FIGURES: TV's 1952 REVENUE HITS $324.2 MILLION, 38% OVER '51

FCC issues annual financial data reports, revising the estimated figures on last March. Television stations had a total broadcast income of $55.5 million before taxes; the networks' total income was $9.9 million.

TOTAL broadcast revenues of $324.2 million were garnered by the U. S. television industry in 1952, up 38% over 1951, the FCC reported last week in issuing its annual financial data reports based on final tabulations. The current figures replace estimates issued by the Commission last March [B•T, March 30].

Total TV industry income in 1952 amounted to $55.5 million before Federal taxes, the Commission's economic statisticians reported. This is an increase of 33% over 1951 income.

The report also shows:

• Network broadcast revenue, including that from 15 owned and operated stations, doubled. Networks took in $180.2 million (compared with $95.8 million for radio), spent $170.3 million in operating expenses, were left with a total income of $9.9 million. Because of higher operating expenses, network TV income was less than radio's $10.2 million.

• TV network time sales totaled $137.7 million, for the first time surpassing network radio time sales. This is a 41% increase over 1951.

• Total broadcast revenues for 93 non-network-owned pre-freeze stations reached $143.4 million.

• Reporting profitable operations were 94 of the 108 pre-freeze TV stations. Of the 94, 17 made more than $1 million before Federal taxes.

• Loss operations were reported by 14 of the

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS

1949-1952
($ Millions)

	1952	1951	1950[2]	1949[3]
		Broadcast Revenues		
4 Networks (including 15 owned and operated stations)	$180.2	$128.4	$55.5	$19.3
93 television stations	143.4	107.3	50.4	15.0
14 television stations[1]	.6	—	—	—
Industry total	$324.2	$235.7	$105.9	$34.3
		Broadcast Expenses		
4 Networks (including 15 owned and operated stations)	$170.3	$117.4	$65.5	$31.4
93 television stations	97.6	76.7	49.6	28.2
14 television stations[1]	.8	—	—	—
Industry total	$268.7	$194.1	$115.1	$59.6
		Broadcast Income (Before Federal Income Tax)		
4 Networks (including 15 owned and operated stations	$9.9	$11.0	($10.0)	($12.1)
93 television stations	45.8	30.6	.8	(13.2)
14 television stations[1]	(.2)	—	—	—
Industry total	$55.5	$41.6	($9.2)	($25.3)

( ) Denotes loss.

[1] Authorized during 1952; all in operation less than six months during year.

[2] 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.

[3] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS COMPARATIVE DATA FOR AM AND TV OPERATIONS

1949-1952
($ Millions)

	1952	1951	1950	194
	Broadcast Revenues			
AM	$95.8	$ 99.0	$106.0	$105.3
TV	180.2	128.4	55.5	19.2
Total	$276.0	$227.4	$161.5	$124.6
	Broadcast Expenses			
AM	$85.6	$ 89.5	$ 87.3	$ 86.8
TV	170.3	117.4	65.5	31.4
Total	$255.9	$206.9	$152.8	$118.2
	Broadcast Income (Before Federal income tax)			
AM	$10.2[1]	$ 9.5	$ 18.7	$ 18.5
TV	9.9[1]	11.0	(10.0)	(12.1
Total	$20.1	$ 20.5	$ 8.7	$ 6.4

( ) Denotes loss.

Note: AM data include the operations of 18 network-owned stations in all years. As a result of ownership changes in 1952, however, the operation of two such stations are included only for that part of 1952 during which the stations were network-owned and operated. TV data include the operations of 14 stations in 1949 and 1950; 15 in 1951 and 1952.

[1] As reported by the networks. However, networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and TV, have been charged against radio. To the extent that this occurred, the above figures may understate radio income and overstate TV income.

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CHANGES IN INCOME BETWEEN 1951 AND 1952 OF 105 TV STATIONS IN OPERATION FOR FULL YEAR DURING 1951 AND 1952

Stations Reporting	Number of Stations
Increased loss in 1952	3
Decreased income in 1952	9
Income in 1951 and loss in 1952	4
Decreased loss in 1952	5
Loss in 1951 and income in 1952	5
Increased income in 1952	79
Total	105

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BROADCAST FINANCIAL DATA OF TELEVISION NETWORKS AND STATIONS

1952
($ Thousands)

Item (1)	4 Networks and Their 15 Owned and Operated Stations (2)	107 Other Stations (3)	Industry Total (4)
A. Revenues from the sale of time:			
1. Network time sales to:			
a. Nation-wide networks	$99,345	$38,609	$137,954
b. Miscellaneous networks and stations	—	34	34
Total	99,345	38,643	137,988
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications	(2,139)	2,463	324
Revenues from network time sales	101,484	36,180	137,664
3. Non-network time sales to:			
a. National and regional advertisers and sponsors	21,781	58,454	80,235
b. Local advertisers and sponsors	16,623	48,548	65,171
Total revenues from non-network time sales	38,404	107,002	145,406
Total revenues from time sales	139,888	143,182	283,070
4. Deduct—Commission to regularly established agencies, representatives, brokers and others	27,509[1]	19,015	46,524
Net revenues from time sales	112,379	124,167	236,546
B. Revenues from incidental broadcast activities:			
Talent	47,504	8,704	56,208
Sundry broadcast revenues	20,321	11,148	31,469
Total revenues from incidental broadcast activities	67,825	19,852	87,677
Total broadcast revenues	180,204	144,019	324,223
C. Total broadcast expenses of networks and stations	170,301	98,425	268,726
D. Broadcast income before Federal income tax	$9,903	$45,594	$55,497

[1] Of this amount $20,869,192 is applicable to the total sale of network time.

TV STATIONS[1] CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NUMBER REPORTING INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES AND INCOME FOR ALL STATIONS IN EACH GROUP

1952

Item	Number of Stations Reporting Income	Number of Stations Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses	Broadcast Income
			($ Thousands)		
(1)	(2)	(3)	(4)	(5)	(6)
40 One station communities	40	—	$1,395	$ 741	$ 654
11 Two station communities	21	1	1,153	776	377
8 Three station communities	22	2	1,927	1,310	617
2 Four station communities	6	2	2,589	1,752	837
2 Seven station communities	5	9	3,194	2,875	319
Five stations reporting income			4,537	2,822	1,715
Nine stations reporting loss			2,448	2,905	(457
Total	94	14	$1,786	$1,226	$ 560

( ) Denotes loss.

[1] Excludes data for 14 stations starting operations in 1952.

[2] Before Federal income tax.

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INDIVIDUAL TV MARKET DATA

TV Markets	No. of TV Stations	Sale of Station Time To: National Networks	National Advertisers[1]	Local Advertisers	Total Revenues[2]	Total Expenses	Income[3]
			($ Thousands)				
New York	7	$ 5,981	$17,442	$ 4,250	$ 26,802	$ 20,801	$ 6,002
Los Angeles	7	2,261	5,740	8,055	17,918	19,455	(1,536
Chicago	4	2,929	7,352	4,019	16,132	10,411	5,721
Philadelphia	3	2,683	4,052	3,128	10,215	6,034	4,180
Detroit	3	1,696	3,342	3,992	8,875	5,318	3,557
Cleveland	3	1,983	2,105	1,508	6,040	4,090	1,950
San Francisco	3	1,015	1,784	3,065	5,729	4,009	1,720
Cincinnati	3	1,379	1,595	1,465	4,979	3,910	1,068
Baltimore	3	1,568	1,402	2,347	4,895	3,338	1,557
Wash., D. C.	4	1,291	1,696	1,663	4,582	3,609	973
Columbus O.	3	965	1,303	1,096	3,192	2,803	389
Atlanta	3	727	866	866	2,316	1,931	385
Total 12 TV Markets	46	$24,447	$48,680	$35,455	$111,675	$ 85,708	$25,967
51 Other TV Markets	62	$26,288	$34,758	$26,003	$ 81,162	$ 46,682	$34,480
Total 63 TV Markets	108[4]	50,765	$83,438	$61,458	$192,836	$132,389	$60,447

Note: Data may not add to totals due to rounding.

[1] Before commissions to agencies, representatives and others.

[2] Total revenues consist of time sales less commissions plus talent and program material sales.

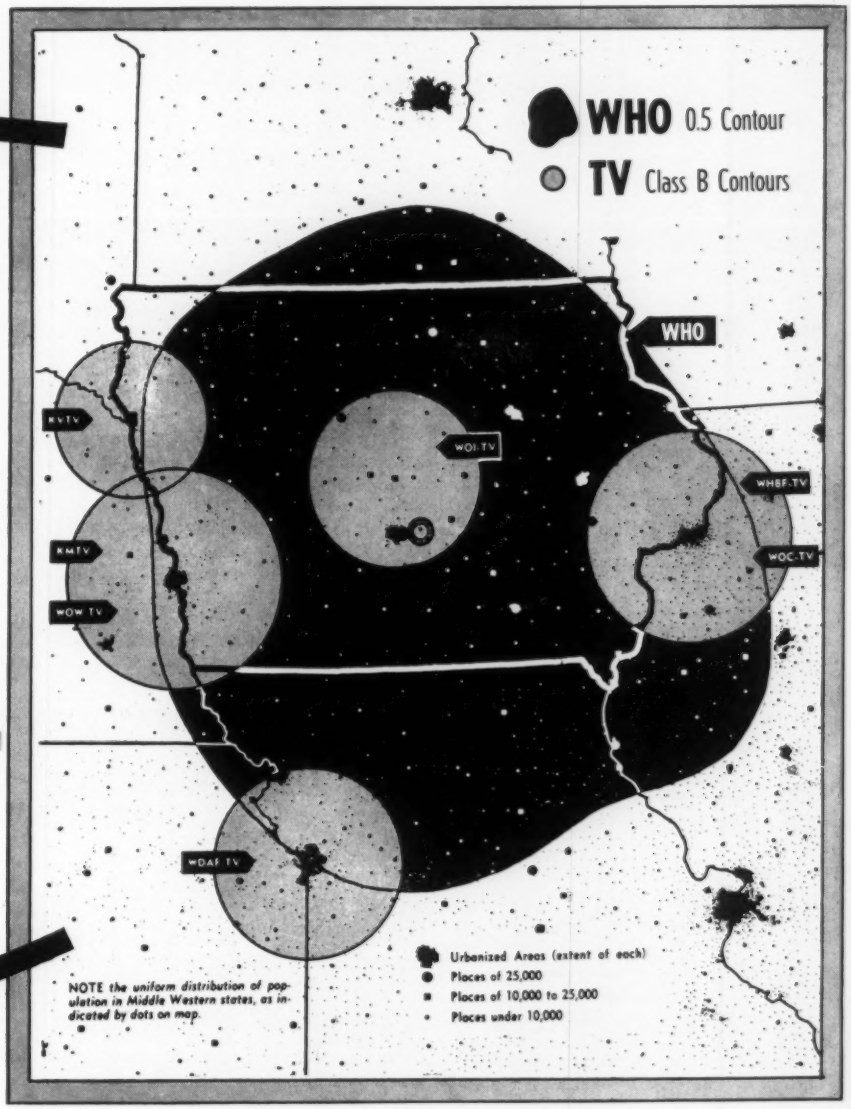
[3] Before Federal income tax.

[4] Excludes data for 14 stations starting operations in 1952.

TV'S OK, BUT...

LOOK WHAT YOU GET WITH

WHO!-



Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The *largest* all-Iowa TV market has 136,104 television homes (See Telestatus, Page 43, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—*about half of whom have two or more home radio sets!*

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO *likes* its advertisers, and our advertisers like us because of *results*. Now more than ever, WHO is Iowa's greatest advertising value!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

108 pre-freeze stations of which nine were located in the seven-station markets of New York or Los Angeles.

• None of the 40 stations in one-station markets reported a loss.

• National spot time sales amounted to $80.2 million, up 34% over 1951.

• Local time sales totaled $65.2 million, up 27% over 1951.

TV STATIONS CLASSIFIED BY INCOME GROUPINGS[1] 1950-1952

Income (Before Federal income tax) of:	1952	1951	1950
$1,500,000 and over	12	4	—
1,000,000-1,500,000	5	7	1
600,000-1,000,000	18	12	3
400,000- 600,000	16	15	4
200,000- 400,000	27	23	10
100,000- 200,000	9	16	12
Less than 100,000	7	15	23
Total Stations	94	92[2]	53[2]
Median Income	$450,000	$330,000	$129,200
Loss of:			
Less than $100,000	5	3	30
100,000-200,000	3	4	12
200,000-400,000	3	3	6
400,000-800,000	—	2	4
800,000 and over	3	2	1
Total Stations	14	14	53
Median Loss	[3]	[3]	$88,300

[1] Excludes 14 stations starting operations in 1952.
[2] Data not available for one station in 1950 and two stations in 1951.
[3] Median loss not computed because of small number of stations involved.

Petry Adapts Nielsen Data on Client Stations

The agency devised the material to aid timebuyers evaluate markets. Study excludes promotion, stays 'completely factual.'

ADAPTATIONS of Nielsen Coverage Service material for a number of its client stations have been prepared by Edward Petry Co., station representation firm, for use by agencies.

The purpose: To achieve what Petry officials consider greater simplicity and succinctness, and, accordingly, greater facility in use by timebuyers. The format is based on queries directed to several agencies to learn what they consider essential and important in the Nielsen data and what they regard as less important, in line with their contemplated methods of using the Nielsen material.

Changes Listed

Among the changes in the Petry-prepared presentations: Coverage for a station is shown at three levels instead of four (50-100%, 25-50%, and 10-25%, with Nielsen's 75-100% not shown separately); separate coverage maps are presented for daytime and nighttime, in addition to the combination day-night map; other maps are presented showing major cities in the coverage area; county listings are arranged in alphabetical order, for ease in locating; information is presented in a way to permit easy comparison with BMB 1949 figures, and socio-economic data are omitted.

The Petry adaptations are accurate representations and arrangements of the Nielsen data, officials said, and include no promotional claims —on the theory, expounded by timebuyers questioned, that inclusion of strictly promotional material might jeopardize the validity which timebuyers would accord strictly factual information.

NORTH TEXAS RADIO-HABITS STUDY RELEASED BY WHAN RESEARCHERS

The report, first half of a radio-TV survey by Kansas State College, covers 9,167 families in the Lone Star area. Stations listed include 77 AM and 11 FM.

FIRST PART of a study of radio-TV listening habits in the north Texas area, on radio, was released last week by Dr. Forest L. Whan, head of the Kansas State College Committee on Radio-TV Policy. The second part, on TV, is being published in a separate release.

Patterned after similar studies conducted elsewhere by the KSC group for 16 years, the Whan radio study is the result of a survey of 9,167 randomly-selected families in all parts of the area, which comprises 111 counties in northeastern Texas, forming an area 450 miles long and 300 miles wide, Dr. Whan said.

The study encompasses personal interviews with the 9,167 families and diary reports of two days' radio listening in 725 homes, mostly in the period Jan. 19-31, 1953. It lists 77 operating AM stations, 11 FM stations and three operating TV stations in the area at the time of the survey.

Radio Saturation

Saturation of radios in working order in the area's homes was 97.6%, in Dallas-Fort Worth area 96%, other urban 98.4% and all rural 98%. Some 42.9% of homes in the total area had two or more sets, in the Dallas-Fort Worth area 45.1%, other urban 52.6% and all rural 33.7%. Location and listenership percentages for each set, respectively, were: Living rooms, 42.7% and 39.1%; kitchens, 15.7% and 16.5%, bedrooms, 21.8% and 27%; dining rooms, 3.3% and 2.9%; other rooms, 3% and 4.3%; "moved about," 13.5% and 10.1%.

Of the 9,018 families who had home radios, 57.1% had autos with radios, and of families who owned cars 67.8% had auto radios.

Of interviewees who owned radio-equipped autos, 65.3% of the women said they had used their cars the previous day, as had 78.1% of men interviewed. Some 84% of men reporting by the diary system said they had used their cars the day they reported.

Of those who had used their cars, 52.6% of women interviewees, 60.8% of men interviewees and 59.7% of men reporting by diary said they had used their auto radios.

Dr. Whan's study found that the average family used two or more sets simultaneously 2.26 quarter-hours on weekdays and 2.41 quarter-hours on Saturday or Sunday.

Of 2,469 families interviewed who own both radio and TV sets, 32.5% said they used radio and TV simultaneously "sometimes." Of 233 radio-TV owning diary-families, 35.7% said they tuned in radio and TV sets simultaneously on an average day.

Of the diary families using both media on an average day, 16.4% used both during the daytime and 6.4% used both at nighttime, with the average TV family using both media 2.14 quarter-hours on an average day.

In diary homes the average woman reported spending 5.13 hours with radio on weekdays, 4.09 hours on Saturday and 3.83 hours on Sunday. The average weekday-Saturday-Sunday figures for men were 2.35, 2.81 and 2.51; for teen-agers, 3.06, 4.39 and 2.97; for children, 1.95, 1.85 and 2.96.

Time spent with the four media in TV homes on an average day by those interviewed included: Radio—women 85 minutes, men 66 minutes; TV—women 207 minutes, men 171 minutes; newspapers—women 36 minutes, men 36 minutes, and magazines—women 20 minutes, men 14 minutes.

Of those who "usually" listen to radio, 94.8% reported they listened in the daytime, 84.7% at night.

WFAA-WBAP (Dallas-Fort Worth on 820 kc) was the most listened-to station for the whole area, receiving a 27.9% daytime share of audience for the area from listeners reporting by diary, and 26.6% of interviewees reporting they listened to it "most," and 66.5% reporting they heard it "regularly." The same figures, respectively, for WFAA-WBAP (820 kc) nighttime listening, were 30.8%, 26.3% and 56.0%.

WFAA-WBAP (820 kc) also led among stations preferred for newscasts, farm news and market news.

Best liked types of programs, based on weighted reports, were: News broadcasts, women 68.1%, men 80.3%; audience participation, women 48.3%, men 40.7%; featured comedians, women 47.4%, men 51.8%; religious, women 45.6%, men 36.5%; popular music, women 45.4%, men 39.1%; complete drama, women 39.1%, men 32.7%; variety, women 32.9%, men 25.2%; serial drama, women 31.9%, men 15.3%; oldtime music, women 28.8%, men 33.5%; sports, women 20.4%, men 41.6%. Less popular with both sexes were classical music, talks and comment, homemaking, brass bands, and talks on farming and market reports.

'Lux Theatre' Polls First on Pacific

THE PACIFIC segment of Nielsen ratings for May radio popularity shows *Lux Radio Theatre* in first place, *Jack Benny* next, and *People Are Funny*, third. *Our Gal, Sunday* polled first in weekday favor. The listings:

PACIFIC NIELSEN-RATINGS
TOP RADIO PROGRAMS
MAY, 1953
NIELSEN-RATING*

Current Rank	PROGRAMS	Homes Reached (000)
EVENING, ONCE-A-WEEK		
1	Lux Radio Theatre (CBS)	686
2	Jack Benny (9:30) (CBS)	639
3	People Are Funny (CBS)	598
4	You Bet Your Life (NBC)	536
5	Big Story (NBC)	536
6	Martin & Lewis (NBC)	510
7	My Little Margie (CBS)	510
8	Our Miss Brooks (CBS)	469
9	Dragnet (NBC)	469
10	What's My Line (CBS)	469
WEEKDAY		
1	Our Gal, Sunday (CBS)	412
2	Romance of Helen Trent (CBS)	402
3	Road of Life (CBS)	387
4	Ma Perkins (CBS)	376
5	This Is Nora Drake (CBS)	376
6	Perry Mason (CBS)	361
7	Guiding Light (CBS)	356
8	Brighter Day (CBS)	356
9	Aunt Jenny (CBS)	345
10	Sky King (MBS)	345

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. NIELSEN COMPANY

...The Only Low-Band VHF Station in Rich Central New York

WSYR-TV channel 3

Write, Wire, Phone or Ask Headley-Reed

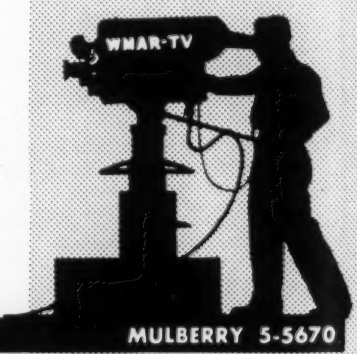
NBC Affiliate in Central New York.

WMAR-TV CHANNEL 2
BALTIMORE
NOW ON THE AIR WITH
SUPER POWER

CBS TELEVISION

The Station with the Largest Audience Now Reaches even MORE!

More audience than ever! That's the big PLUS on WMAR-TV, Sunpapers Television in Baltimore. New equipment delivers Television's Top Power on Channel Two . . . Maryland's first TV station to radiate maximum SUPER POWER under FCC standards.



IN MARYLAND MOST PEOPLE WATCH

WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION ★ BALTIMORE 3, MARYLAND MULBERRY 5-5670

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELESTATUS®

Weekly TV Set Summary—Aug. 3, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	10,200
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	.....	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	465,884	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	338,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	44,328
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	14,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	53,114	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	222,330	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	35,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,286
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	355,820	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	187,000	.....
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	3,926	.....
OHIO			
Akron	WAKR-TV	.....	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,956	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....

what a line up..

365,000 STRONG!

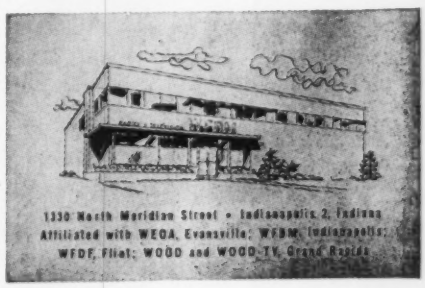
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 365,000 sets in use in the rich market covered by

WFBM-TV Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

Measure Watchmanship* Too

* Not horological; we mean the kind of attention accorded TV in a new market, the kind KVTV merits from its viewers in 32 Iowa, S. Dak. and Nebraska counties. For buymanship, see Katz.

KVTV *Channel 9*

Sioux City, Iowa

CBS, NBC, ABC & DuMont

WHITIE REED* says...

Place your Selling Shots on the lush southeast Nebraska green with **KOLN-TV** Lincoln's first with **HIGHEST TOWER GREATEST POWER**

26,900 Watts Visual
13,400 Watts Aural

Represented by WEED TV

KOLN-TV

Channel 12

Lincoln, Nebraska

***Whitie Reed**
Account-Executive with
KOLN-TV
1953 Nebraska Amateur
Grass Green
CHAMPION

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	31,636
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA (TV)	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	683,000	.....
	WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,00	.....
Columbia	WCOS-TV	.....	22,640
Greenville	WGVL	.....	.....
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	213,070	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,402	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Longview	KTVE	.....	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	149,462	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	170,907	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	271,000	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KTNT-TV, KMO-TV	271,000	.....
Yakima	KIMA-TV	.....	2,300
WEST VIRGINIA			
Huntington	WSAZ-TV	202,437	.....
WISCONSIN			
Green Bay	WBAY-TV	54,616	.....
Madison	WKOW-TV	.....	.....
	WMTV (TV)	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 214*
Total Cities with Stations on Air 150*
Total Sets in Use 25,552,384

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

'Summer Theatre' Wins Top June 21-27 Position

TOP listing in Nielsen's June 21-27 radio rating goes to *Lux Summer Theatre*, with *People Are Funny* and *Johnny Dollar* taking second and third places, respectively. The complete listing:

NATIONAL NIELSEN-RATINGS
Top Radio Programs
June 21-27, 1953
Nielsen-Rating *

Rank	Program	Homes Reached (000)
Evening, Once-a-Week	(Average for All Programs)	(1,298)
1	Lux Summer Theatre (CBS)	3,178
2	People Are Funny (CBS)	2,596
3	Your Truly, Johnny Dollar (CBS)	2,551
4	Fibber McGee and Molly (NBC)	2,506
5	Best of Groucho (NBC)	2,462
6	Bob Hawk (CBS)	2,417
7	My Friend Irma (CBS)	2,193
8	Father Knows Best (NBC)	2,059
9	Two For The Money (NBC)	2,059
10	Log Cabin News (NBC)	1,925
Evening, Multi-Weekly	(Average for All Programs)	(761)
1	One Man's Family (NBC)	1,566
2	News of the World (NBC)	1,432
3	Coke Time (NBC)	1,208
Weekday	(Average for All Programs)	(1,522)
1	Romance of Helen Trent (CBS)	2,685
2	Arthur Godfrey (Liggett & Myers) (CBS)	2,506
3	Our Gal, Sunday (CBS)	2,417
4.	Arthur Godfrey (Nabisco) (CBS)	2,372
5	Ma Perkins (CBS)	2,327
6	Guiding Light (CBS)	2,327
7	Wendy Warren and the News (CBS)	2,327
8	This is Nora Drake (Seeman) (CBS)	2,283
9	Aunt Jenny (CBS)	2,238
10	Road of Life (CBS)	2,238
Day, Sunday	(Average for All Programs)	(582)
1	Sunday Gatherin' (9:00) (CBS)	985
2	World Music Festivals (CBS)	985
3	Hour of Decision (ABC)	895
Day, Saturday	(Average for All Programs)	(1,343)
1	Stars Over Hollywood (CBS)	2,685
2	Theatre of Today (CBS)	2,238
3	Fun For All (CBS)	1,880

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'Lucy' Leads Videodex For June 26-July 2 Week

CBS-TV's *I Love Lucy* topped Videodex's network top 10 listings for the June 26-July 2 period in both percentage of TV homes and number of TV homes, it was announced last week. Complete Videodex breakdown follows:

VIDEODEX NETWORK TOP 10
JUNE 26 THRU JULY 2, 1953

	No. of cities	% TV homes
1. I Love Lucy (CBS)	79	50.2
2. Godfrey's Friends (CBS)	75	39.5
3. Dragnet (NBC)	69	39.2
4. Talent Scouts (CBS)	51	37.6
5. Best of Groucho (NBC)	79	34.7
6. Jackie Gleason (CBS)	53	33.6
7. Toast of the Town (CBS)	66	32.7
8. What's My Line? (CBS)	42	31.8
9. Our Miss Brooks (CBS)	31	28.1
10. Goodyear TV Playhouse (NBC)	75	27.8

	No. of cities	No. of TV homes(000)
1. I Love Lucy (CBS)	79	11,560
2. Godfrey's Friends (CBS)	75	8,575
3. Dragnet (NBC)	69	8,262
4. Best of Groucho (NBC)	79	7,660
5. Talent Scouts (CBS)	51	7,226
6. Toast of the Town (CBS)	66	6,904
7. Jackie Gleason (CBS)	53	6,073
8. What's My Line? (CBS)	42	5,998
9. Goodyear TV Playhouse (NBC)	75	5,992
10. Burns & Allen (CBS)	75	5,696

Rorabaugh Report Out

FIFTH anniversary issue of the "Rorabaugh Report on Spot Television Advertising," for the second quarter of 1953, was released last week.

The 132-page report lists information on total advertisers by stations for the first two quarters this year, 25 top spot TV advertisers for the second quarter, a special study of spot TV costs for leading soap and detergent accounts, leading spot TV shows and network shows carried on a spot basis, an index of TV advertisers and a market section.

Take a look at WOAI-TV Coverage!

San Antonio's FIRST Maximum Power Station!

WOAI-TV

now serves over

1,000,000 people.

WOAI-TV

now serves TWICE the area with SHARPER, CLEARER, STEADIER pictures.

An extensive Field survey of the San Antonio TV area has just been made. It is complete — concise — gives distance from antenna — altitude above sea level — reception — quality of reception. Ask Petry for copy.

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

NBC AFFILIATE

WOAI-TV

CHANNEL 4

SAN ANTONIO

2,845 PERSONS ATTENDED 48 BMI CLINICS

More than a thousand stations were represented at this year's BMI-BAB clinics, BMI Vice President Glenn Dolberg reports. 'The free and brisk exchange of ideas and attitudes was wonderful to watch,' he says.

A TOTAL of 2,845 persons from more than 1,000 stations in the U.S. and Canada attended the 48 regional BMI program clinics held during May, June and July, Glenn Dolberg, BMI vice president in charge of station relations, said last week in reviewing the third annual round of interstation discussions held under BMI auspices.

Mr. Dolberg

Unlike the past few years, when the clinic atmosphere was somewhat subdued as radio station executives pondered their best defense against the threat of TV, this year's clinics reflected the vigor of AM radio in the positive approach by broadcasters to their programming problems. "The free and brisk exchange of ideas and attitudes was wonderful to watch," Mr. Dolberg said. "More than ever before broadcasters seemed to realize the benefits and advantages derived from the pooling of ideas and information, at the same time lending stature and character to the industry at large."

The sessions showed broadcasters' keen awareness of the developing markets for play-by-play sports, local personality and news programs and concert music, Mr. Dolberg said. In sports, he reported stations highlighting local or "little league" games and events, in addition to sports events of national interest. The strong local appeal of local sports makes this type of broadcasting good programming and it also has the advantage of low pick-up costs, he said.

The same local emphasis was noted in news broadcasts, Mr. Dolberg said, with the feeling that "news hits hardest when it's close to home" highlighted in clinic discussions, which revealed that even some of the smallest stations are employing one or more full-time local newsmen, plus part-time reporters in outlying districts. Many stations are broadcasting short news programs as often as every half-hour, with constant rewriting and updating to keep the news fresh and exciting.

Concert Music Stress

Radio is broadcasting—and selling—more concert music than ever before, Mr. Dolberg reported.

The potentialities and problems of broadcasting programs of non-dramatic literary material were outlined to clinic audiences by BMI representatives. They reported on BMI's plans for including a substantial catalog of both prose and poetry in its current licensing agreements with stations. Lists of both public domain and copyrighted non-dramatic material suitable for radio presentation and a script service will be sent to BMI subscribers as part of its "project literature," station executives were informed.

Stimulated by the back-to-back arrangement of BMI and BAB clinics, each one-day meeting forming part of a two-day program at the same place, the BMI sessions chalked up an overall attendance of 2,845 individuals from 1,002 stations. Station administrators made up the largest segment of clinic attendees, Mr. Dolberg reported, with a total of 867 station owners, presidents, vice presidents and managers present. Next largest group was made up of 601 program directors, with sales department members, largely sales managers, totalling 345 and ranking third. Other clinic attendees included musical directors, librarians, disc jockeys, announcers, news and sports directors and other station personnel.

BMI-Ricondi Pact Allows Complete Operas on Air

COMPLETE performances of recorded operas may be broadcast by American radio stations for the first time under a contract between BMI and G. Ricondi of Milan, Carl Haverlin, BMI president, announced Tuesday. Pact permits BMI-licensed stations to air full recorded performances of operas copyrighted by the Italian publisher. Heretofore, stations could not broadcast portions of more than 30 minutes of operatic or dramatic musical works without special permission from the copyright owner.

BMI's first acquisition of rights to perform entire operas on the air was based on a growing appetite of American listeners for grand opera, Mr. Haverlin said. The more than 1,300 radio stations which a BMI survey found to be broadcasting an average of nearly six hours a week of concert music "are obviously broadcasting a lot of operatic material," he said.

World Reports on 'You Win'

SALES totaling more than $3 million have been reported by World Broadcasting System radio affiliates selling World's telephone quiz show, *You Win,* Robert W. Friedheim, World vice president, has announced.

The program, which was released to World stations without charge on May 15, is designed to feature a local personality as quiz master. According to Mr. Friedheim, many stations are selling the program to individual sponsors, while others are offering it on a participating basis, either for 30 minutes or an hour a day on a 52-week schedule.

'Hour of Stars' in 70 Markets

NEW Ziv radio show, *The Hour of Stars,* has been sold in more than 70 markets in the first few days it went on sale, according to Alvin W. Unger, radio vice president of Frederic W. Ziv Co. He revealed that several station executives have written the company praising the program as the "stimulant radio has been seeking."

Oren W. Evans Dies

FUNERAL services were held last Tuesday at Glendale, Calif., for Oren W. Evans, 53, West Coast director of the Broadcasting & Film Commission of National Council of Churches of Christ. He died July 25 after a heart attack. Survivors include his wife, Rita, and a daughter, Mrs. Dorothy Lytle.

BAB CLINICS SHOW RADIO HALE-RYAN

All radio stations are in their strongest competitive position in three years, says BAB President Bill Ryan after clinic series. He lists seven main topics discussed.

RADIO stations throughout the country, big and small, are in a stronger competitive position today than they have been at any time in the past three years.

This conclusion was reported last week by William B. Ryan, BAB president, after examination of the opinions of hundreds of radio sales executives who participated in the 43 BAB area clinics from May 26-July 11. The clinics, which were held in conjunction with BMI (see story this page), were attended by more than 2,900 broadcasters representing 1,070 stations, BAB said.

"In every section of the country," Mr. Ryan declared, "radio station owners and managers reported gains in revenue of anywhere from 10% to 50% during the first six months of this year as opposed to 1952.

"Revenue increases have not been confined to any particular type of station or markets, but instead seem to reflect the fact that a large number of stations have started during the past year to sell more intelligently and aggressively."

Selling Teams

Mr. Ryan noted that two teams, each consisting of two BAB executives, traveled a total of 46,000 miles to meetings which were held simultaneously every other day in both the eastern and western sections of the nation. The entire morning session of each clinic was devoted to a presentation by BAB executives of a seven-point plan designed to assist broadcasters in selling large retailers. The afternoon portion, he continued, featured a panel of area broadcasters discussing various phases of commercial radio.

As summarized by Mr. Ryan, broadcaster reaction to the most provocative topics were as follows:

MERCHANDISING: There still is a divided opinion as to the value of merchandising but enough station interest was displayed to prompt BAB into announcing plans for the first detailed analysis of the concept and function of merchandising as its relates to radio advertising.

JOINT COOPERATION OF STATIONS: The trend toward formation of more state and city groups of broadcasters for the purpose of jointly selling radio as an advertising medium was underscored by the establishment of a special sales committee by the Oklahoma Assn. of Broadcasters to make presentations to all public utilities in the state. The action was taken during the Oklahoma City meeting. The formation of joint promotional groups in Phoenix and Tucson were announced during the Phoenix clinic, followed by similar action by Portland stations at the BAB session in that city.

COOPERATIVE ADVERTISING: Stations agreed their retail billings can be reduced substantially through encouraging local advertisers to utilize co-operative advertising funds when purchasing radio time, but felt it was up to the stations, in many instances, to assist the retailer in ascertaining the amount of manufacturer money at his disposal.

RADIO COPY: There was wholehearted agree-

Pass the biscuits, Pappy...

or how Martha White makes dough in the milling business!

Since 1946, and using WSM and WSM's Grand Ole Opry almost to the exclusion of all other media, Martha White Mills, Inc. has shown the most phenomenal growth in Southern Milling Circles.

Martha White's family flour business has more than doubled. Martha White Self Rising Cornmeal has become a household word. And Martha White Coffee, Martha White Cake, Pancake and Waffle Mixes, and Martha White Jams, Jellies and Preserves have been successfully launched in one of America's most competitive food markets....

When you ask Cohen Williams, Jr., president of Martha White Mills, his secret he grins and says, "Early to bed, early to rise, work like hell, and advertise over WSM..." The Martha White Agency, Noble-Dury and Associates, agrees.

Tom Harrison or any Petry Man can fill in the Martha White details. It's American radio's biggest single success story!

WSM 650
Nashville

ment among the broadcasters that commercial copy could stand decided improvement and that it is the individual station's obligation to place at the disposal of local advertisers and agencies copywriters of a professional calibre who are fully acquainted with the account, product and the type of consumer a particular advertiser wants to reach with his message.

RATES: "Radio is continuing to underprice itself in practically every market in the country" was the feeling expressed over and over by broadcasters during the clinics. Many station operators contended that radio stations should not be ashamed to cite "increased cost of operation" as one of the motivating reasons for a rate increase. There was general agreement that the average radio station rate card sometimes hampers the retailer's use of the medium because of the rate-holder basis upon which discounts must be earned.

IMPORTANCE OF SELLING BROKERS, ETC.: Stations feel more effort should be exerted to sell brokers, distributors and wholesalers on the sales effectiveness of radio. It was agreed these companies influence a tremendous amount of retailer advertising, particularly when placed on a co-operative basis.

SALES EFFECTIVENESS SELLING TOOLS: The stations agreed almost unanimously the most effective basis upon which radio can be sold is by exploiting the medium's ability to produce sales results. Results of dollar-for-dollar competitive media tests, audience mail pull and sponsor testimonials were cited as strong sales points that should be utilized to a greater extent.

BAB executives who participated in the clinics, in addition to Mr. Ryan, were Vice President Kevin B. Sweeney; Director of Local Promotion John F. Hardesty; Director of National Promotion R. David Kimble and Midwestern Sales Director Gale Blocki Jr.

NARTB Creates Sports Committee

CREATION of NARTB's Sports Committee, a group authorized by the NARTB board of directors at its June meeting to improve relationships between radio-TV broadcasters and amateur and professional sports interests, was announced Thursday by NARTB President Harold E. Fellows.

Mr. Fellows appointed George J. Higgins, KMBC Kansas City, Mo., as chairman of the group, which will work out arrangements between broadcasters and sports leaders for broadcast rights to sporting events. No date or place has been set for the group's first meeting.

Other members: Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Wis.; John Fulton, WQXI Atlanta; William McGrath, WHDH Boston; William E. Ware, KSTL St. Louis; Harold Hough, WBAP-TV Fort Worth; M. C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore; Robert Tincher, KVTV (TV) Sioux City, Iowa, and Robert B. Hanna, WRGB (TV) Schenectady, N. Y.

Audio-Visual Workshop

THE 10th International Audio-Visual Workshop will be held by the National Council of the Churches in Christ at Green Lake, Wis., Aug. 31-Sept. 5, it was announced last week.

Expected to attend are voluntary members of audio-visual and radio committees of national, state, county and city agencies. Registration forms are being mailed by the council's audio-visual and radio education departments, Chicago.

BRONZE PLAQUE is presented by BAB to M. E. Blatt Co., Atlantic City, a dominant department store in southern New Jersey, at the end of Blatt's second year of full-scale use of radio as its only day-to-day medium. At the presentation are (l to r) David Freedman, general manager, WMID that city; William B. Ryan, BAB president, presenting plaque to M. E. Blatt, Blatt's president, and John G. Stuckell, general manager, WOND that city.

BAB ISSUES ANNUAL FINANCE REPORT: INCOME $615,694, SPENDING $595,822

The radio promotion organization shows substantial growth for the year ended March 31, and projects a 'minimum' budget of $642,000 for the next 12 months.

BAB's income for the fiscal year ended March 31 aggregated $615,694 and its expenditures totaled $595,822 for national and local promotion of radio as a sales medium, the annual report showed last week.

Reflecting the organization's growth, these figures for its second year of operation as an independent bureau compare with $313,000 received during 1951-52. With $18,075 carried over from 1951-52, plus the $19,872 excess in 1952-53, BAB closed last year with a reserve of $37,947. "Minimum" budget for the 1953-54 year, which started April 1, is $642,000.

During the year between April 1, 1952, and March 31, 1953, the report showed, membership rose 43%—from 544 stations and the four national radio networks to a total of 799 stations, the four networks, and nine radio station representation firms.

The report, signed by President William B. Ryan and Board Chairman Charles C. Caley of WMBD Peoria, listed the following BAB accomplishments of the past fiscal year:

• Preparation and delivery of 662 "sales tools," ranging from 51 major presentations such as "Sears Counts Its Customers" to multigraphed continuing services like the weekly *BAB Radio Salesman*, which goes to each BAB member. This is more than twice the number delivered in 1951-52.

• Handling members' requests for individual service, which totaled 3,228. Number of such requests for help on specific problems averaged 120 a week in March of this year as compared to 19 a week in April 1952.

• Increase in staff from 21 to 30, including addition of a director of national promotion (R. David Kimble), opening of a Chicago office (with Gale Blocki Jr. as Midwest sales director), and additions in national and local promotion departments, research departments, and library.

• Holding of 44 area sales clinics in 38 states, with total attendance of 2,123 representatives from 531 member stations.

• Marked increase in number of radio sales presentations to advertisers and agencies. Major presentations numbered 860, the rate rising to more than 100 a month in February and March.

• Issuance of 36 direct-mail pieces to BAB's list of 4,100 executives of national and regional advertisers and agencies, plus 75 news releases and 40 specially written articles for business publications.

• "The most comprehensive advertising campaign in the history of the radio medium," including ads carried by BAB in 12 trade publications and four general newspapers and by BAB members in papers throughout the country, plus on-the-air promotion for radio on more than 1,100 stations.

• Underwriting of media sales effectiveness studies for Kroger and Block & Kuhl stores, and of three pilot studies on "extra sets" and "listeners on wheels."

Expanded Program

• Addresses by BAB executives before 58 meetings of advertisers, part of an expanded program "which has resulted in more than a dozen trade associations radically revising their recommendations to members or retailers to include radio as a major part of annual or seasonal promotions."

• Realignment and expansion of BAB "sales tools" in conformity with findings of a survey of membership wishes and needs.

Highlights of the sales tools survey were reported as follows:

"Fifty per cent of the stations had used personal service, and for 48% of these the answers supplied by BAB had produced a sale.

"Seventy-five per cent thought the area sales clinics excellent.

"The most profitable continuing services (in respect to sales actually made with the material) were the 'co-op cards,' the 'radio gets results' success stories, and the 'sales opportunities calendar,' which produced business for

YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!

WKZO-WJEF

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 20% and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. *Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!*

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America's really important television markets —far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station "B"—an average daytime audience of 126,889 homes, or 41.3% more than Station "B"!

That's the Fetzer story in a nutshell. Ask your Avery-Knodel man!

*F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

41%, 23%, and 18% of the stations, respectively. The most effective major presentations were 'Sears Counts Its Customers,' 'Count Your Customers,' 'Listeners on Wheels,' and 'Newspaper Advertising Readership,' which rang the cash register for 30%, 28%, 16%, and 15% of the stations, respectively."

A breakdown of BAB income for the past year showed that 81.3%, or $499,747, came from radio stations and that 15.4%, or $99,000, came from the four networks. The rest was derived from station representatives, transcription firms, associate members and the sale of extra BAB materials to members.

The report said two-thirds of station members pay less than $50 a month for BAB service. Seven stations pay $500 or more, and 49 pay $15 or less.

BAB's balance sheet as of March 31, 1953, is as follows:

ASSETS

CURRENT ASSETS		
Cash		$46,983.55
Accounts receivable—Members		15,370.27
		$62,353.82
DEPOSITS, PREPAYMENTS AND ADVANCES		1,763.87
FURNITURE, EQUIPMENT AND LEASEHOLD IMPROVEMENTS	$17,571.62	
Less: Depreciation and amortization to date	5,450.03	12,121.59
		$76,239.28

LIABILITIES

CURRENT LIABILITIES	
Note payable—Due January 31, 1954	$ 2,786.56
Accounts payable	18,211.86
Accrued taxes payable	5,966.00
	$26,964.42
DUES PAID IN ADVANCE	8,540.83
NOTE PAYABLE—Due January 31, 1955	2,786.56
RESERVE	37,947.47
	$76,239.28

STATEMENT OF INCOME AND EXPENSE
Year Ended March 31, 1953

INCOME	
Dues—Stations	$499,747.67
—Networks	99,000.00
—Representatives	8,924.62
—Other	1,216.67
Sale of booklets	6,805.50
	$615,694.46
EXPENSE	
National promotion	$341,908.00
Local promotion	253,914.21
	$595,822.21
EXCESS OF INCOME OVER EXPENSES	$ 19,872.25
UNEXPENDED BALANCE—April 1, 1952	18,075.22
RESERVE—March 31, 1953	$ 37,947.47

RTMA Changes Name to Add More Electronics Companies

CONCURRENT with the change of name of the Radio-Television Manufacturers' Assn. to the Radio-Electronics-Television Manufacturers Assn. (RETMA), Chairman Robert C. Sprague appointed temporary chairmen of two new board committees signifying the broadened base. New appointees are F. R. Lack, Western Electric vice president, for the Electronics Industry Committee, and Mr. Sprague, president of Sprague Electric Co., for the Radio-Television Industry Committee. Permanent chairmen of both committees will be elected at the RETMA board meeting in New York Sept. 17.

The change of name was authorized at a vote held in Washington July 27 when officers of the association and chairmen of divisions cast their proxies for the name change voted by the board last June. As part of the reorganization, RETMA also will have three new directors representing the Set Division, five representing the Parts Division, and one representing the Tube Divison. The board will also be increased up to 10 additional directors to represent the new member companies.

PRESIDENT NAMES STREIBERT TO HEAD INFORMATION AGENCY

The industry will have its second big name in the overseas information program if the Senate confirms the nomination of the former WOR-AM-TV president. Leonard Erikson was sworn in as Voice of America chief last Monday.

PRESIDENT EISENHOWER last week reached into the top drawer of the radio industry to appoint Theodore C. Streibert, a veteran broadcaster, to head the new U. S. Information Agency.

The USIA replaces the International Information Administration under the President's reorganization of the Government's overseas information program.

This was the second appointment to the agency of a prominent figure in the broadcast media world. Leonard F. Erikson, vice president and director of the New York advertising agency, McCann-Erickson Inc., was sworn in as Voice of America director last Monday (see picture).

Mr. Erikson declared at the swearing-in ceremony that the Voice is the only means of reaching behind the Iron Curtain. VOA, he said, is the only medium through which millions of peoples are being presented with "unbiased news." He succeeds Alfred H. Morton, acting Voice chief who becomes a chief consultant in the new information agency.

Mr. Streibert left the presidency of WOR-AM-TV New York and the vice presidency of General Teleradio Inc., owner of the WOR properties, last October, ending nearly 20 years association with the station [B•T, Oct. 13, 1952]. He was a director of MBS and served as 1949-1951 chairman of the board.

More recently Mr. Streibert served in Germany as consultant to U. S. Ambassador Conant as consultant in the High Commissioner's Office of Public Affairs, which operates the U. S. radio outlet, RIAS Berlin, and a German daily newspaper.

The President brought him back to the U. S. to take over the information post. Only a short while ago, Mr. Streibert had returned from an overseas trip during which he took part in a survey of information facilities in Europe. It was this survey which supplied essential data for the reorganization of the program to which he has been appointed.

Mr. Streibert's nomination was sent to the Senate for confirmation last Thursday.

Immediate support of Mr. Streibert was voiced by an outspoken critic of the information program. Sen. Karl E. Mundt (R-S. D.) said he knew Mr. Streibert and his "rich background experience as a business executive in radio."

Sen. Mundt said that Mr. Streibert's reputation indicates that "he should be equipped to give the IIA the tight-fisted, tough-minded administration it needs."

President Eisenhower, in announcing the nomination, said:

"Our overseas information service never carried a heavier responsibility than it does now. The Service must clearly and factually present to the world the policies and objectives of the U. S. It is not enough for us to have sound policies, dedicated to goals of universal peace, freedom and progress.

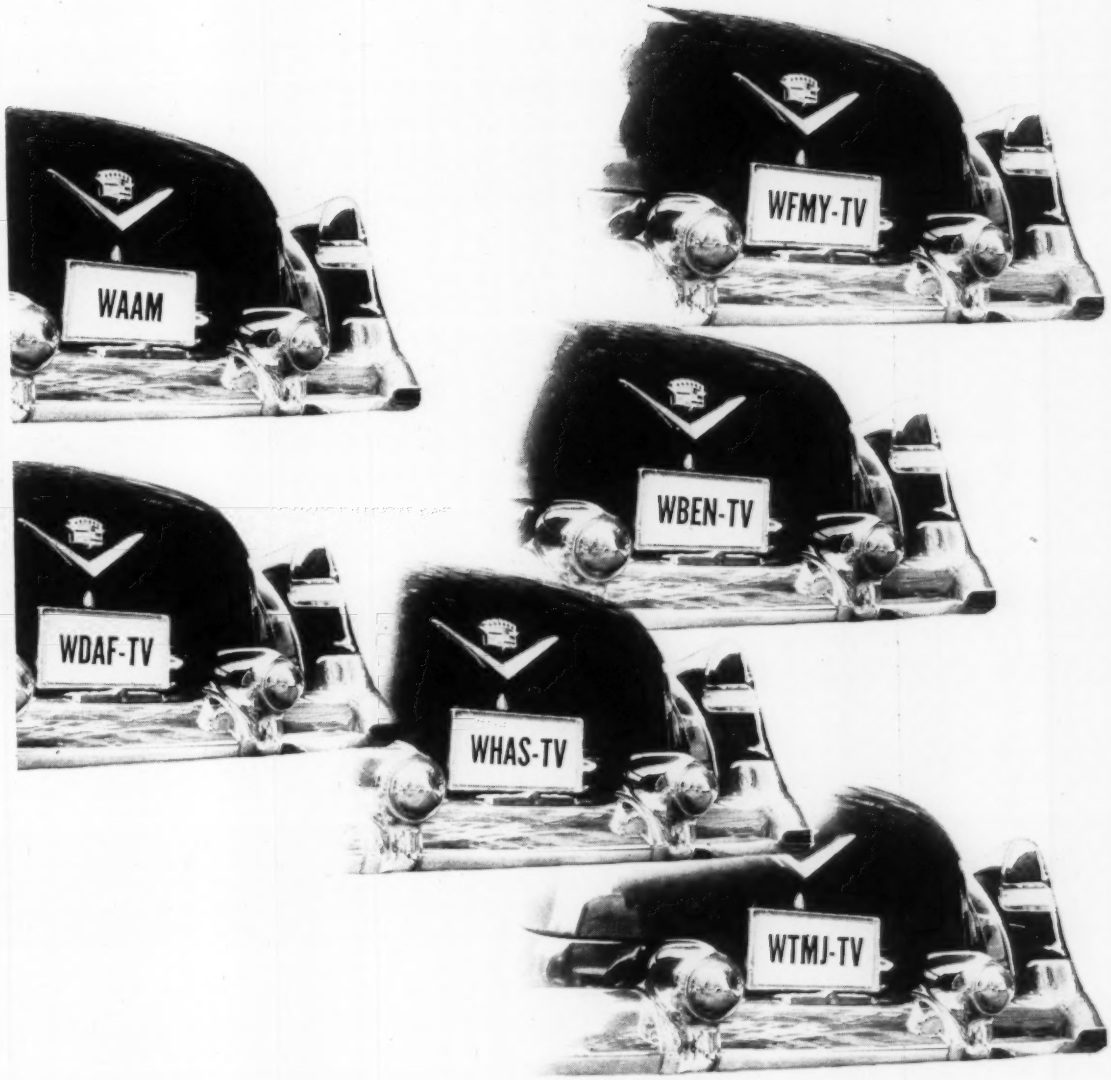
"These policies must be made known to and understood by all peoples throughout the world. That is the responsibility of the new U. S. Information Agency."

The agency will comprise all information activities formerly carried on by the IIA (including Voice of America), as well as information services of the Mutual Security Agency and the Technical Cooperation Administration.

In meeting newsmen after the appointment was announced at the White House, Mr. Streibert said: "I have nothing to add to what the President has said. I know it's a big job. I recognize the great responsibility that has been entrusted to me and I will do the best I can. I know there is a lot of hard, tough work ahead."

Mr. Streibert entered radio in 1933 when he gave up a position of assistant dean at the Harvard Business School to join WOR (then owned by the Macy department store) as assistant to the president, Alfred J. McCosker. He was named vice president and manager of

LEONARD F. ERIKSON (r), former vice president and director of the New York advertising agency, McCann-Erickson Inc., enters government service as head of the Voice of America with best wishes from the man who appointed him, Robert L. Johnson (c), retiring chief of the International Information Administration. Looking on at swearing-in ceremonies last Monday is Frank L. Seymour, controller of the International Broadcasting Service (official name of the Voice).



quality television stations

demand quality representation

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

Information Funds

THE SENATE last week restored $20 million of the $27.6 million cut made by the House in the International Information Administration appropriation. The IIA was scheduled to become the U. S. Information Agency, effective last Saturday. Voice of America is operated by the agency. A joint Senate-House conference was set for last Friday. The $20 million addition, if approved, would bring the total information fund to $70 million. The Administration had been disturbed by the House action [B•T, July 27].

the station in 1938. Seven years later he succeeded Mr. McCosker in the presidency.

Mr. Streibert served as a member of the boards of NARTB and BMI and was a director of BAB.

Other information developments:

• Outgoing head of IIA, Dr. Robert L. Johnson, named a committee of religious leaders to help the program to stress the importance of spiritual values in the U. S.

• The Senate refused to give the USIA chief absolute hire-and-fire authority over all employes of the new agency. Sens. Homer Ferguson (R-Mich.) and Bourke B. Hickenlooper (R-Iowa) argued its necessity in order to let the new director remove what they called "misfits" and "incompetents."

THEODORE C. STREIBERT
Named to top information post

Hoover Commission Membership Appointed

MEMBERSHIP of the new Commission or Organization of the Executive Branch of the Government (Hoover Commission) [B•T, July 27] has been named.

White House appointees: Herbert Hoover; James A. Farley, former Democratic National Committee Chairman; Attorney General Herbert Brownell; Arthur S. Flemming, Office of Defense Mobilization director.

Senate appointees: Sens. Homer Ferguson (R-Mich.) and John L. McClellan (D-Ark.); S. C. Hollister, dean, Engineering College, Cornell U.; Robert G. Storey, president, American Bar Assn. and dean, Southern Methodist U. law school.

House appointees: Reps. Clarence J. Brown (R-Ohio) and Chet Holifield (D-Calif.); Joseph P. Kennedy, Boston financier and former U. S. Ambassador to Great Britain; Sidney A. Mitchell, New York banker.

BRICKER NEW SENATE COMMERCE CHIEF

Ohioan takes over the Interstate & Foreign Commerce Committee chairmanship left by the late Sen. Tobey. He states the group will keep a close watch on educational TV.

SEN. JOHN W. BRICKER (R-Ohio) took over officially last Wednesday as the new chairman of the radio-influential Senate Interstate & Foreign Commerce Committee. He succeeds Sen. Charles W. Tobey (R-N. H.) who died July 24 after suffering a coronary thrombosis [AT DEADLINE, July 27].

According to Sen. Bricker, the committee will maintain a close watch on educational TV. Speaking of the educators, Sen. Bricker, who has long advocated that FCC provide ample channel reservations for them, told B•T:

"I want them to get what they deserve. I do not want channels reserved for them to get away."

The key Senate post went to Sen. Bricker by seniority. First in line was Sen. Homer E. Capehart (R-Ind.). Sen. Capehart declined it, preferring to retain his chairmanship of the Senate Banking & Currency Committee.

Sen. Bricker commented that the communications field is one in which he has long been interested, and recalled his service in regulatory matters. That experience dates back to his three years on the Ohio Public Utilities Commission. From there, Sen. Bricker, a Columbus, Ohio, lawyer, became the state's attorney general, serving two terms.

Political History

Sen. Bricker was governor of Ohio for three terms and the Republican candidate for Vice President in 1944 when New York Gov. Thomas E. Dewey unsuccessfully bid for Presidency.

The Ohioan was elected to the Senate in 1946 and has held the seat since. He is not up for re-election until November 1958.

The death of Sen. Tobey leaves a GOP vacancy on the committee (normal composition: eight Republicans, seven Democrats). Sen. Edwin C. Johnson (D-Colo.) is the ranking Democrat.

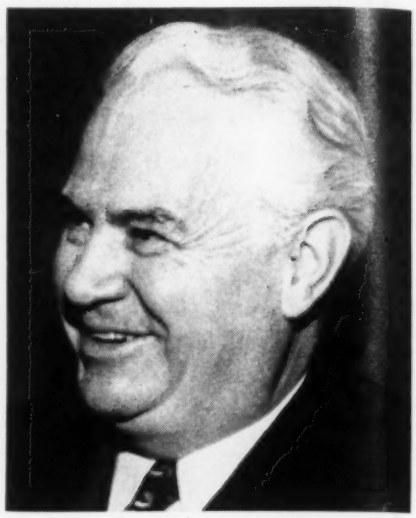
Speculation that the Senate might change from Republican to Democratic control because of Sen. Robert A. Taft's (R-Ohio) death last Friday was dispelled to an extent by Sen. Wayne Morse (Ind.-Ore.).

Sen. Morse said he would vote with the GOP thereby not taking advantage of any parliamentary emergency to defeat the will of the people as expressed at the ballot-box last fall.

With an Ohio vacancy, Gov. Frank J. Lausche would be expected to name a Democrat to succeed Sen. Taft. This would give a lineup of 48 Democrats, 47 Republicans and Sen. Morse, an Independent. Should Sen. Morse vote with the GOP, it would leave it up to Vice President Nixon to break the resulting tie and retain Republican control.

But with such a precarious lineup, control still could shift in the interval between adjournment and convening of the second session in January, should there be a further toll of any GOP Senator from a state governed by a Democratic chief executive. Sen. Johnson would resume the chairmanship of the Commerce committee if Senate control turned Democratic.

Sen. Bricker had hardly time to get used to his new committee responsibility. As he took over the reins, Congress was in the annual legislative crush for adjournment.



SEN. JOHN W. BRICKER
Succeeds Sen. Tobey as Commerce head

Relentless Pace

REGARDLESS of how soon or how late the 83d Congress adjourns its first session, the legislative pace last week was relentless. B•T this week again has assembled on the next few pages reports of legislation and actions of interest to the radio-TV industry and related fields.

HINSHAW ASKS PROBE OF SUBSCRIPTION TV

REP. CARL HINSHAW (R-Calif.) wants the House Interstate & Foreign Commerce Committee to explore the entire field of subscription television.

That is what he told B•T last week.

The Congressman also denied that there was any outside interest which prompted him to introduce a bill on subscription TV that has stirred considerable interest in the broadcast industry.

The Hinshaw bill (HR 6431) would make subscription TV and theatre TV common carriers. It would do so by amending the Communications Act [B•T, July 27].

The Congressman reiterated what he had said a fortnight ago: His purpose is to redefine broadcasting so as to eliminate any confusion that the public can be charged for receiving a broadcast program.

At the same time, it was learned that Rep. Oren Harris (D-Ark.) also expects to plug next year for an exploration of subscription TV. Both Congressmen are members of the House Interstate & Foreign Commerce Committee.

Rep. Hinshaw believes that if a fee is to be collected for receipt of a program transmitted over the airwaves then the amount of the charge must be set by FCC.

Asked whether it was his intention that subscription TV would be sent on broadcast or a common carrier frequency, Rep. Hinshaw said that was for the FCC or Congress to decide.

"The bill," he said, "is my own idea." Reason why it was introduced so late in the session? He just got around to offering it.

Arizona is First...

...in Bank Capital Growth

...in Per Capita Income Growth

...in Retail Sales Growth

...in Farm Income Growth

...in Employment Growth

...in Population Growth

...and

KTYL-TV

is First in Arizona!

KTYL-TV is First...

...**IN ANTENNA HEIGHT:** KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!

...**IN COVERAGE AREA:** KTYL-TV blankets a fat 63.2% of the state's population ... including all of Metropolitan Phoenix and Central Arizona!

...**IN RECEPTION:** KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!

...**IN PROGRAMMING:** KTYL-TV programming is a blend of the best in network, live and film programs ... and the fan mail is terrific!

...**IN MERCHANDISING:** KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for *proof* of its performance for national advertisers.

...**IN FACILITIES:** KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

NBC and DuMont affiliate for Phoenix and Central Arizona

See your Avery-Knodel man . . . or Phone or Wire Collect to KTYL-TV, 2730 N. Central Avenue, (AMherst 6-4485) Phoenix, Arizona

SENATE SCRATCHES NARBA FOR 1953

Sen. Tobey's death stops Senate Foreign Relations Committee plans to bring North American Regional Broadcasting Agreement to swift vote.

THE NORTH American Regional Broadcasting Agreement officially was declared a casualty last week in the Congressional drive for adjournment.

The word came from the Senate Foreign Relations Committee, which had been holding executive sessions on the agreement. The international treaty, affecting AM frequencies in North America, was put aside principally because of the death of Sen. Charles W. Tobey (R-N. H.) (see story this section). The late Senator had sparked the drive for ratification of NARBA. He was chairman of a Foreign Relations subcommittee that had held hearings on the treaty.

The course open now is multifold. Since this is the first session of the 83d Congress, legislation pending now carries over to the second session beginning in January. Thus, the committee chairman, Sen. Alexander Wiley (R-Wis.), could name a new subcommittee—possibly even hold additional hearings, or the committee could consider NARBA in executive session. But even these possible moves will be laid aside until 1954.

NARBA, which has been before the Senate since 1951, has been progressing at a turtle's pace. A subcommittee was named late in the second session of the Democratic 82d Congress. Another was named for the GOP-organized 83d.

Hearings were held in mid-July with radio industry leaders expressing their views—pro and con [B•T, July 13].

CAMPAIGN COSTS STUDY URGED

TELEVISION'S cost to political campaigners was underscored by Sen. Hubert H. Humphrey (D-Minn.) who last week introduced a bill in the Senate to create a commission to study the problem of campaign expenditures.

The bill (S 2538) contains a section directing the commission to "consider the recent sharp increase in campaign costs due to radio and especially television costs, and consider the possibility of limiting such costs through limitations upon radio and telvision rates for political programs, or through requirements for the provision of a certain amount of free air time to political candidates as a public service, or through limitations upon campaign expenditures for this purpose."

The bill was referred to the Senate Rules Committee.

Sen. Humphrey said, "The mounting cost of television in recent political campaigns has brought about concern lest only the wealthy—or those who have the support of wealth—could afford to represent their fellow Americans in national office."

A situation of that kind "would endanger our democratic system of government," Sen. Humphrey said. The commission would be made up of representatives from public office and private life.

Similar concern was voiced three weeks ago by Sen. Wayne Morse (Indep.-Ore.) in a Senate speech [B•T, July 20].

Halleck Lauds MBS Show

HOUSE Majority Leader Charles A. Halleck (R-Ind.) last Monday inserted in the *Congressional Record* a plaudit for MBS' *Reporters Roundup* in marking the show's three years on the air a week from today (Aug. 10). Rep. Halleck said the radio program is one that "contributes to a greater understanding of public affairs by its search for facts in the American tradition of a free press." He also praised the program's moderator, Everett Holles.

HOUSE SETS PROBE OF FOUNDATIONS

A NEW investigation of tax-exempt foundations will be launched by the House.

That body voted last week to set up a five-member special committee to investigate tax-exempt educational or philanthropic foundations to determine if any "are using their resources for un-American and subversive activities, for political purposes, propaganda or attempts to influence legislation."

Rep. B. Carroll Reece (R-Tenn.) sponsored the legislation. He was expected to head the committee which will report to Congress by Jan. 3, 1955.

A special House committee conducted a similar probe in the last Congress. It was backed by Rep. Eugene E. Cox (D-Ga.) who died before it was completed.

Rep. Reece, in pushing for the committee before the House last week, directed much of his fire against the Ford Foundation, which granted $15 million for a civil rights investigation including a look at current methods of combatting the Communist menace. The foundation also has made grants to educational TV groups and supports the TV-Radio Workshop.

Also coming under attack by Rep. Reece was the Alfred P. Sloan Foundation, which makes annual awards for outstanding radio and television programs. The Congressman pointed to the *U. of Chicago Round Table* radio program as being suspect as "a propaganda sounding board." The show, he said, has received financing from the Sloan foundation.

He also charged the 1951 grant of $50,000 by the Ford Foundation to the Advertising Council Inc. for "a restatement of the principles of American society" culminated in an economic education program that smacked of socialism.

Moviemen Urge President To Approve Tax Repealer

DELEGATION of motion picture executives (representing Council of Motion Picture Organizations) called on President Eisenhower last Thursday to urge him to sign the Congress-passed bill repealing 20% tax on movie theatre admissions [B•T, July 27]. According to spokesman Robert W. Coyne, counsel for COMPO, movie people told the President that 5,000 theatres had closed in the last five years, and that 10 theatres per day are closing now. If tax relief is not granted, theatremen told the President, 5,000 more would close in the next 12 months. Mr. Coyne told newsmen that 29% of the theatres in TV markets had failed, compared to only 2% in non-TV markets.

Overseas Radio-TV Study Approved by House Unit

THE HOUSE Foreign Affairs committee last Wednesday approved a Senate-passed joint resolution to set up a Commission on Governmental Use of International Telecommunications [B•T, July 27].

The Commission, made up of government and private members, would study international telecommunications and recommend policies to stimulate the development and effective use of media in fostering cooperation among overseas nations. The exploration would be made in connection with the U. S. overseas information program.

Senate Votes Gallery, Facility Remodeling

THE SENATE Radio-Television Gallery last week got a Senate okay to begin a $33,000 face-lifting.

The Senate also gave more space to the Joint Recording Facility at an expense of $24,000.

When the work on the gallery is completed it will provide a large TV studio to handle live telecasts. The studio also could be subdivided by acoustical doors to permit simultaneous operation in two filmings for television or other combinations. Three radio booths will be built.

The joint facility which cuts discs and produces film for TV for lawmakers in Washington to send to their home stations, will now have a radio and television room in the Senate for the use of members there. House members can continue to use the present facility located in the Old House Office Bldg.

In testifying before a Senate appropriations unit, Robert J. Coar, coordinator of the facility, revealed that 82% of Senate and 53% of House members are being served with radio and TV. He said a number of Senators will use the film in their campaigns next year.

President To Sign $7.4 Million for FCC

PRESIDENT EISENHOWER late last week was to sign an appropriations bill, passed by Congress, which gives FCC $7.4 million for fiscal 1954. Of this amount, $1,018,496 is directed to be applied to TV application processing. Bureau of the Census got $1.5 million for its business, agriculture and manufacture censuses. The Federal Trade Commission received $4,053,800, while the National Bureau of Standards will get $2 million to continue research in radio propagation and standards.

McCarran Blocks FCC Bills

SEN. PAT McCARRAN (D-Nev.) last week objected (for the third time) to three FCC-required bills when they appeared on the Senate calendar.

The bills had been passed by the House earlier in the year and subsequently approved without change by the Senate Interstate & Foreign Commerce Committee.

The bills are HR 4558, which would extend the time FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

Sen. McCarran did not give any reason for his objections.

ST. LOUIS HOUSEWIVES

"just

love

that

TONY GLENN"

MID MORNING

KSTL's MATINEE IDOL

Every morning at 10, work stops in St. Louis homes, and housewives settle back to enjoy the charms of smooth-voiced Tony Glenn, KSTL's handsome disc jockey, on his platter-chatter program, "Messin' Around with Records."

Tony wows 'em and Tony sells 'em. His long-time experience in the radio field enables him to profitably pass along your sales message to the gals who count . . . the gals who do the buying. Spots or program segments now available . . . but hurry!

CONTACT YOUR NEAREST **FORJOE** MAN

AIMS

KSTL

IS ST. LOUIS

1000 WATTS FROM 690

AFFILIATED WITH KSTM-TV . . . . *on the air soon*

William E. Ware, President

FCC GRANTS NASHVILLE'S SECOND VHF IN WEEK'S TOTAL OF 9 TV PERMITS

Merger and option proposals make possible five of nine grants last week, including the only vhf channel at Greenville, S. C. Other permits are given for Anchorage, Alaska (two vhf channels); Cedar Rapids, Iowa; Brockton, Mass.; Portland, Me.; Wilmington, N. C., and Spartanburg, S. C.

SECOND vhf TV station for Nashville, Tenn., and the only vhf outlet possible at Greenville, S. C., were authorized by FCC last week after mergers of competitive applicants in both cases.

Carolina Television Inc. received a construction permit for Ch. 4 at Greenville upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Broadcasting Co. (WMRC). Both of the latter, according to a merger proposal, will acquire part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undecided.

Ch. 4 is the only vhf assignment allocated to Greenville. Earlier, uhf Ch. 23 was granted for WGVL (TV), locally-owned outlet which was to commence operation this past weekend. Another uhf facility assigned there, Ch. 29, is reserved for educational use.

WSIX Granted

At Nashville, Ch. 8 was granted to WSIX Broadcasting Co. (WSIX) after withdrawal of the mutually exclusive application of Volunteer State Broadcasting Co. (WMAK). Volunteer has received an option for purchase of 25% for $20,000, valid until Dec. 1, 1955. A separate TV firm would be organized and WSIX would continue separately under its present ownership.

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. Only other vhf assignment there is reserved educational Ch. 2. At nearby Old Hickory, Tenn., vhf Ch. 5 has been assigned, having been removed from Nashville to correct an allocation error. Two Nashville stations, WLAC and WKDA, are competitors for Old Hickory's Ch. 5. No applications pend for uhf Chs. 30 and 36 at Nashville.

The Greenville and Nashville grants were among the total of nine new construction permits issued by the Commission Thursday, of which five were made possible by dismissal of competing applications. The new grants:

Anchorage, Alaska—Kiggins & Rollins (also Ch. 2 grantee at Fairbanks) granted vhf Ch. 2 with effective radiated power of 13.8 kw visual and 8.32 kw aural; antenna height above average terrain 40 ft. Temporary mailing address: 841 Turquoise St., San Diego, Calif.

Anchorage, Alaska—Northern Television Inc. granted vhf Ch. 11; ERP 3.24 kw visual and 1.62 kw aural; antenna 130 ft. Address: Danali and E. 4th Ave.

Cedar Rapids, Iowa—Hawkeye Television Co. granted uhf Ch. 20; ERP 18.2 kw visual and 9.33 kw aural; antenna 500 ft. Address: Merchants National Bank Bldg.

Brockton, Mass.—Trans-American Enterprises Inc. granted uhf Ch. 62; ERP 195 kw visual and 105 kw aural; antenna 430 ft. Temporary mailing address: 225 Washington St., Boston.

Portland, Me.—Congress Square Hotel Co. (WCSH) granted vhf Ch. 6; ERP 100 kw visual and 50.1 kw aural; antenna 590 ft. Address: 157 High St.

Wilmington, N. C.—WMFD-TV Inc. (WMFD) granted vhf Ch. 6; ERP 53.7 kw visual and 26.9 kw aural; antenna 350 ft. Address Princess Radio Bldg. Grant is subject to final determination by FCC on petition of WHPE High Point, N. C., to amend TV rules to change separation requirements and to alter Zone I and II boundaries to allow allocation of Ch. 6 at High Point.

Greenville, S. C.—Carolina Television Inc. granted vhf Ch. 4; ERP 100 kw visual and 50.1 kw aural; antenna 1,180 ft. Address: 300 N. Main St. Grant is without prejudice to any action which FCC may take with respect to any future application which is filed to effectuate the merger agreement with Greenville News-Piedmont Co. (WFBC) submitted as part of the application. Merger plan also includes Textile Broadcasting Co. (WMRC).

Spartanburg, S. C.—Sterling Telecasting Co. granted uhf Ch. 17; ERP 105 kw visual and 57.5 kw aural; antenna 600 ft. Address: 124½ E. Main St.

Nashville, Tenn. — WSIX Broadcasting Co. (WSIX) granted vhf Ch. 8; ERP 316 kw visual and 158 kw aural; antenna 870 ft. Address: Nashville Trust Bldg. Dismissed competitor, Volunteer State Broadcasting Co. (WMAK), has received option for 25% interest at $20,000 in TV venture only.

At Portland, Me., the Ch. 6 grant to WCSH was made possible by withdrawal of the competitive bid of Oliver Broadcasting Corp. (WPOR), whose principals are interested in the new Ch. 8 grant to Mt. Washington TV Inc. for a transmitter atop Mt. Washington, N. H. [B•T, July 20]. Because of signal overlap, they were required to give up the WPOR application.

Similarly, Granite State Broadcasting Co. (WTSV) gave up its uhf Ch. 37 application at Claremont, N. H., since its principals are interested in the Mt. Washington Ch. 8 grantee. There is no other bid pending for Ch. 37 there.

By Year's End

William H. Rines, managing director of WCSH, reported he hopes the new Ch. 6 station will be on the air by the end of this year. RCA equipment will be used and Weed TV will be national representative. WCSH is an NBC outlet, but TV network affiliation is not decided.

The Ch. 6 grant to WMFD-TV Inc. at Wilmington, N. C., was facilitated by dismissal of the competitive application of WGNI-TV Co. there. WMFD-TV has set next spring as target date, according to President Richard A. Dunlea, owner of WMFD-AM there. RCA equipment will be installed.

At Spartanburg, S. C., the Ch. 17 authorization to Sterling Television was made possible by the withdrawal of Piedmont Radio Co.'s bid. Piedmont told FCC it recently studied advertiser acceptance of uhf and vhf facilities in cities comparable to Spartanburg and its stockholders concluded that "delay occasioned by a hearing would probably be fatal to the uhf applicant. The survey also casts some doubt as to the ability of the uhf to survive . . . even if granted before the vhf."

Earlier in the week, Sterling Television asked FCC to drop its petition which sought dismissal of the Piedmont application "as sham or for want of good faith." Piedmont denied the allegations. At one time it was reported FCC had written Piedmont for additional data on its application [B•T, June 22, 8].

Sterling Wright, president of Sterling Television, said the Ch. 17 station hopes to be on the air in six months and RCA or DuMont equipment will be used.

Carolina Television has no target date estimate but hopes to be on the air as quickly as possible. Capitalization of the firm is to be enlarged to $1 million under the merger plan, with the name changed to WMRC-TV Inc. President Alester G. Furman Jr. and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WFBC and WMRC stockholder groups.

New Subsidiary

The Greenville News-Piedmont Co. has formed a subsidiary firm, Blue Ridge Radio Corp., which will hold the WFBC properties separate from the newspaper interests in order to facilitate the merger.

WMRC is headed by Robert A. Jolley while Roger C. Peace and family control WFBC.

The three merger groups have decided that a committee of 10 will advise on organization of the new WMRC-TV Inc. as well as on disposition of either WMRC or WFBC. Four members of the committee are to be chosen by the Jolley group, four by the Peace group and two by the Furman group.

Louis Draughon, president and general manager of WSIX Nashville, Ch. 8 grantee, reported a TV target date of Nov. 1 with George P. Hollingbery Co. as representative. GE equipment will be used. CBS-TV announced that WSIX-TV will become a primary basic affiliate.

William Zeckendorf, New York real estate and construction executive who is a principal in Hawkeye Television Co., said he was "shocked" to receive the Ch. 20 grant at Cedar Rapids, Iowa so soon. "Now we will have to get busy," he commented, not having specific information about starting date, equipment, representative or network affiliation.

The new Ch. 2 grantee at Anchorage, Kiggins & Rollins, is a co-partnership of Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor.

Northern TV Inc., Ch. 11 grantee at Anchorage, is headed by President A. G. Hiebert (27.6%), minority stockholder and director of KENI there and KABI Ketchikan, KFAR Fairbanks and KJNO Juneau. Jack M. Walden, KENI chief engineer, holds 6.7%. There are 22 local minority stockholders.

Meanwhile, FCC dismissed the application of WHPE High Point, N. C., for Ch. 6 since the channel is not assigned there. The Commission also dismissed as moot WHPE's petition for consolidated hearing with Ch. 6 applicants at Wilmington, N. C. and Beckley, W. Va.

Three Year TV Licenses

FULL TEXT of FCC's proposal to extend the TV license period to three years from the present one-year term [B•T, July 27] is published on page 98 of this issue. Lengthy dissent of Comr. Frieda B. Hennock, calling for national program conference and investigation of TV programming, also is published. Comments on the proposal are due at FCC by Sept. 1.

Earl Stanley to Law Firm

EARL R. STANLEY, TV attorney at FCC, has resigned from the Commission effective July 17 and last Monday joined the Washington law firm of Dow, Lohnes & Albertson, whose practice includes radio-TV. Mr. Stanley was attorney with the Applications Branch, TV Facilities Division of FCC's Broadcast Bureau.

all eyes are on WCAN TV

(MILWAUKEE)

ALL THIS AND WCAN-TV, TOO!

1953 is an EYE-opening year for Milwaukee. It all began when Milwaukeeans got their first LOOK at the Braves. They couldn't believe their EYES, nor could the rest of America.

WHY?

A new landmark is being added to the Milwaukee skyline. Soon the new WCAN-TV tower will be completed on top the famous Schroeder Hotel in downtown Milwaukee. The tower will rise 1,297 feet above sea level—577' above terrain —and will be the transmitting point of new and clearer television entertainment for this great area.

With the completion of its new antenna, WCAN-TV will begin telecasting both local and network programs of sports, drama, comedy, music and education—all designed to give its viewers the ultimate in listening and viewing reception.

New programs, new ideas, A NEW MARKET for America's smart time buyers.

Like everyone else in Milwaukee, LOOK to WCAN-TV . . .
For WCAN-TV is catching the 👁 in Milwaukee.

WCAN-TV

channel 25 Milwaukee

For WCAN-TV is catching the 👁 in Milwaukee

Represented Nationally by The O. L. Taylor Co.

ALEX ROSENMAN—Eastern Sales Manager

FCC MEETS TO CHART COURSE FOR FUTURE ACTION ON COLOR TV

Six petitions for approval of the NTSC standards are before the Commission as it prepares to begin action. Notice of proposed rule making will be the first step—but no one can say when it will be taken.

WITH six petitions for approval of the National Television System Committee's standards for compatible color TV on file—GE and Motorola filed last week—the FCC met Friday to lay out the general design of the required proceedings.

First formal FCC meeting on color television was exploratory, it was learned, and concerned mainly with broad discussion of what the staff has done and what it might do, as well as establishing the pattern of the contemplated hearings.

Although there was some hope that the official notice of proposed rule making might be decided upon at the meeting—so that it can be issued this week—there were some doubts that the Commission would move that quickly. Informed sources are more inclined to think that the notice will be issued next week.

The notice of proposed rule making is the first step in any proceeding that the Commission institutes. It is expected to call for comments on the NTSC proposals [B•T, July 27] and also to provide for counter-comments after the initial documents are received. Best estimates on time in which the Commission will ask for comments range from 30 to 45 days, and for counter comments, from 15 to 30 days.

Course of Hearing

Just what course the Commission's hearings will take after that is, at the moment, conjectural. It is believed that some sort of demonstration will be required, and also that a short session of oral interrogation may be combined with the demonstration. Most of the proceeding, it is hoped in FCC circles, will be on paper.

Fact that there have been no opposing petitions—thus implying industry unanimity—has given rise to the belief that the Commission might move rapidly in the matter. But there have been warnings by responsible FCC officials that the establishment of new color TV standards is too serious to be expected in any hurried maner. It also was pointed out that the Commission was extremely conscious of its delicate position in view of the fact that it had adopted the CBS-sponsored field sequential color TV system in 1950, over the objections of most of the radio-TV manufacturers.

The only opposition which might arise was expected to come from CBS or DuMont. CBS, however, has informed the Commission that it supports the NTSC standards. Although Dr. Allen B. DuMont has not publicly stated his position, it was learned on good authority last week that he has decided not to oppose the adoption of the NTSC standards. He still is not convinced, it is understood, that the NTSC system is the right one or the most economical one.

All of the companies seeking FCC approval of the compatible color TV system—RCA-NBC filed first in June [B•T, June 29]—have maintained that the proposed standards meet the criteria for color TV established by the Commission in its 1950 decision.

However, RCA-NBC, Philco and GE have asked that the provision that a Washington demonstration be held be waived on the ground that no facilities exist in Washington for that purpose. They have asked the Commission to attend demonstrations in other cities where transmitters are already geared for NTSC color transmissions—New York, Philadelphia or Syracuse.

The same three companies have admitted that, at the present state of development, the Commission's criterion that color receivers be cheap enough for the mass of the American public cannot be met. But, they emphasized, should the NTSC standards be approved, the industry would be given the incentive to improve apparatus so as to bring it down to the mass production-mass priced market.

Key to the apparatus problem is the tricolor tube. The manufacture of such a kinescope is a complex and costly process, it has been acknowledged. So far, only RCA and Chromatic Television Labs. (half-owned by Paramount Pictures) have demonstrated tricolor tubes. GE, Sylvania and Rauland (owned by Zenith Radio Corp.) have announced, however, that they also have manufactured polychrome cathode ray tubes, but have not demonstrated them.

GE's petition recounted the activities of its representatives on the NTSC and estimated that its personnel contributed close to 1,000 engineering man months of work to that organization. (Dr. W. R. G. Baker, vice president in charge of GE's Electronic Div., is chairman of NTSC). GE stated that for competitive reasons it did not desire to disclose its investment in color research.

Satisfaction that the primary apparatus considerations of the Commission criteria have been met was expressed by GE. After stating that "it is clear that the receiver apparatus now available . . . is not at this time 'cheap enough in price to be available to the great mass of the American purchasing public,'" GE went on:

Cites 'Essential Incentive'

"Adoption of such standards at this stage would create the essential incentive to competitive development of apparatus which would be commercially practicable with special emphasis on economic considerations . . ."

GE therefore suggested that the FCC limit its apparatus considerations to demonstrations or other proofs of the "potential inherent apparatus-wise under the signal specifications now proposed . . ."

A GE color receiver will be supplied to the FCC's laboratory in 30 to 45 days, the GE petition said.

Motorola said that it believed the NTSC standards comply with the Commission's criteria in all respects. It said that receivers can be built to meet the FCC provision, and that Motorola has built such receivers and will demonstrate them to the Commission upon request.

To Make FTC Survey

HARRY A. BABCOCK, officer in charge of the Federal Trade Commission's Washington, D. C., branch office, has been designated by FTC Chairman Edward F. Howrey as his special assistant and will make a survey of the FTC's investigative activities to help determine whether changes should be made in methods and procedures or in day-to-day operations.

Johnson Applauds CBS

CBS's announcement of support for the NTSC system of color TV—and of its plan to start experimental color network broadcasts in mid-September [B•T, July 27]—brought a warm commendation last week from Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee and for the past three years an outspoken adherent of getting color TV going. Sen. Johnson said, in an extension of remarks in the July 28 *Congressional Record*, that CBS's letter to its affiliates was evidence of "patriotism and good sportsmanship." In offering to begin compatible color broadcasts, CBS "in the public interest . . . offers no delaying tactics to the color telecast systems of others," the Senator said.

KSTM-TV CHALLENGES CLAIMS OF WTVI (TV)

KSTM-TV St. Louis, Ch. 36 permittee there, in complaints to the Federal Trade Commission and the FCC has charged WTVI (TV) Belleville, Ill., uhf Ch. 54 permittee, with violation of the FTC Act by calling itself a St. Louis station and saying it already is on the air, and with economic injury to KSTM-TV and possible violation of FCC rules by failing to make "full disclosure" (that it is a "St. Louis station") in its FCC application.

WTVI was charged in the letter Monday to the FTC with violating Section 5(a) of the FTC Act (prohibiting unfair methods of competition and unfair or deceptive acts or practices in commerce) by advertising it is a St. Louis station when it is in fact a Belleville station and that it "now is on the air" when such is not the case.

In a separate letter Tuesday to the FCC KSTM-TV said WTVI's advertisements that it is a St. Louis station are inconsistent with its FCC application to serve the people of Belleville, Ill. If WTVI (TV) will cease advertising it is a St. Louis outlet, however, and will serve the people of Belleville, then KSTM-TV will not have to file a protest under Section 309(a) of the Communications Act of 1934, the letter informed the FCC.

Belleville is located across the Mississippi River, several miles from St. Louis.

16 Set for Hearing

SIXTEEN TV applications were scheduled for hearing last week by FCC in a half-dozen comparative proceedings. All will be heard in Washington. The cases are:

August 6

Canton, Ohio—Uhf Ch. 29. Brush-Moore Newspapers Inc. (WHBC), Stark Telecasting Corp. (WCMW) and Tri-Cities Telecasting Inc.

August 28

Grand Rapids, Mich.—Uhf Ch. 23. Music Bcstg. Co. (WGRD), W. S. Butterfield Theatres Inc. and Peninsular Bcstg. Co.

Little Rock, Ark.—Vhf Ch. 11. Arkansas Bcstg. Co. (KLRA), Arkansas TV Co. (KTHS), Little Rock TV Corp. and Arkansas Telecasters Inc.

Erie, Pa.—Uhf Ch. 35. Great Lakes TV and Civic TV Inc.

Erie, Pa.—Uhf Ch. 66. Erie TV Corp. and Commodore Perry Bcstg. Service Inc.

Jackson, Miss.—Vhf Ch. 3. Lamar Life Bcstg. Co. (WJDX) and Delta Sales Corp.

Something ~~new~~ *wonderful* has been added . . .

MEET

Connie Cook!

THE NEW HOME SERVICE DIRECTOR OF OMAHA'S RADIO WOW AND WOW-TV . . . A FRESH NEW PERSONALITY WHO CAN SELL FOOD AND HOUSEHOLD PRODUCTS!

SHE CAN GET MORE SALES FOR YOU . .

BECAUSE . . . she has fine professional training in home economics . . and every other facet of modern living.

BECAUSE . . . her experience includes applying her skills to a family of her own . . and teaching home management to thousands of women.

BECAUSE . . . she sells naturally and instinctively . . (You've got to see and hear her to really appreciate this*)

(*Air-check or film available on request)

• Ask your John Blair or Blair-TV representative how Connie Cook can give your sales a lift in the great Midwest market served by Radio WOW and WOW-TV.

***CONNIE'S CUPBOARD**
11:15 — 11:30 a.m.
Monday through Friday
Radio WOW

***CONNIE'S KITCHEN**
3:00 — 3:30 p.m.
Monday through Friday
WOW-TV

NBC—590 KC
5000 watts

Meredith Stations
OMAHA

NBC—Dumont
100,000 watts

Radio WOW • WOW-TV

KOA REIMBURSES KMYR IN CH. 4 CASE

KOA Denver, favored in an FCC hearing examiner's initial decision for a new TV station on vhf Ch. 4 there, has agreed to reimburse KMYR Denver the sum of $125,000 for expenses incurred in the preparation and prosecution of its competitive Ch. 4 application even though the examiner proposed to deny the KMYR bid. KMYR agreed not to file exceptions to the initial ruling.

The recommended decision was to have become final last Wednesday but it was stayed July 24 by the Commission pending further review [B•T, July 27].

KMYR offered not to file exceptions to the initial decision since continued litigation would further delay use of the channel and the additional local service. Details of the agreement were disclosed in a letter filed with the Commission by the two applicants.

The letter stated the $125,000 in expenses represented four years of "exploratory studies and 10 months of hearings" as well as legal, engineering and architectural fees, options to purchase equipment, travel ("numerous" trips to Washington, D. C.), hospitalization and doctor bills. KMYR's President A. G. Meyer suffered a heart attack during the course of the hearing in Washington.

WTAR Protest Cites NBC 'Domination' of WVEC-TV

WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, Va., last week filed a letter with the FCC protesting "the dominating influence of NBC as expresesd via WVEC-TV" and alleged advertising by WVEC-TV Hampton that it is a Norfolk station.

When WTAR-TV switched affiliation from NBC-TV to CBS-TV last spring, WVEC-TV was signed as an NBC-TV primary interconnected affiliate.

Since then, WVEC-TV and NBC jointly have conducted an advertising campaign to promote the new uhf Ch. 15 in the Tidewater area [B•T, July 27].

The protest alleges the advertising campaign "that is costing almost half as much as the total construction of WVEC-TV and the bill for which is being paid largely by NBC and/or RCA is naturally dominated by NBC. . . . To many persons . . . (the advertisement) might indicate that WVEC-TV is owned, or at least *controlled*, by NBC. . . ."

KSTL Granted Boost to 10 Kw; Boyalusa, Edmonds Actions

KSTL St. Louis, daytime independent on 690 kc, directional, last week was granted an increase in power from 1 kw to 10 kw by FCC.

In another AM action, the Commission postponed the effectiveness of its June 17 grant to Bogalusa Broadcasting Co. for a new AM station on 920 kc with 1 kw daytime at Bogalusa, La., pending outcome of a hearing ordered on the Bogalusa application following protest by WTPS New Orleans.

FCC also granted a construction permit to King's Inc. for a new AM station on 630 kc, 1 kw daytime at Edmonds, Wash.

Principals include President **A. B. Mike Martin**, president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen**, owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson**, Minister of Gospel; and Treasurer **(Dr.) C. Dorr Demaray**, Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote.

FCC Amends 3 Allocations, Proposes 2 Other Changes

SEVERAL television allocation changes were proposed by FCC last week upon the request of prospective applicants and several previously-proposed channel revisions were made final by the Commission.

To become effective 30 days after publication in the *Federal Register*, FCC made final these changes proposed in late June [B•T, June 29]:

Add vhf Ch. 4 plus to Roseburg, Ore., upon the request of KRNR there, deleting Ch. 4 from Medford which retains vhf Ch. 5.

Add uhf Ch. 37 minus to Melbourne, Fla.

Substitute reserved uhf Ch. 66 plus for reserved Ch. 26 at Springfield, Ill., so as to widen minimum spacing with Ch. 19 transmitter of WTVH-TV Peoria, Ill. Comr. Frieda B. Hennock dissented.

FCC invited comments by Aug. 28 on the following proposals:

By Owensboro on the Air Inc. (WVJS), Owensboro, Ky., to assign vhf Ch. 9 plus to Hatfield, Ind.

By Sparton Bestg. Co. and Jackson Bestg. & TV Corp., both of Jackson, Mich., for assignment of vhf Ch. 10 minus to Onandaga or Parma-Onandaga, Mich.

The Commission, at the request of the Holdrege, Neb., Chamber of Commerce, deleted its proposal to add vhf Ch. 4 plus there by deleting the facility from North Platte, Neb.

Lamb Buys WTVQ (TV) For $5,000 in CP Transfer

PURCHASE by Edward Lamb, Ohio-Pennsylvania broadcaster-publisher, of uhf Ch. 47 permittee WTVQ (TV) Pittsburgh for $5,000 was disclosed in a transfer application filed with the FCC last week.

The sale by Loren Berry and Ronald B. Woodyard of the station follows the recent death of a third partner, J. Frank Gallaher.

Mr. Lamb is president, treasurer and 70.8% stockholder of WICU (TV) Erie, Pa., and owner of 2.2% as trustee for his son; publisher and stockholder of the *Erie Dispatch-Herald*, Erie; president, treasurer and 48% stockholder of Unity Corporation Inc. (WTOD WTRT-FM) Toledo, and owner of 29% as trustee for his son and daughter, and applicant for a new TV station on vhf Ch. 11 in Toledo; vice president, treasurer and 20% stockholder of Woodruff Inc., recommended grantee for uhf Ch. 30 at Portsmouth, Ohio; president, treasurer and 61.6% stockholder of WHOO Inc. (WHOO-AM-FM) Orlando, Fla., applicant for vhf Ch. 9 in Orlando, and president, treasurer and owner of 26.1% stock as trustee for his son in Midwest TV Co., permittee of WMAC-TV Massillon, Ohio. Edward Lamb Enterprises owns 73.9% of this stock.

Seek Wyoming Relay System

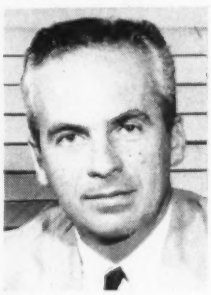
APPLICATIONS for television microwave relay stations in Wyoming to serve a community TV system in the Casper area were filed with FCC last week by Mountain States Telephone and Telegraph Corp. The six relays, to extend from Laramie to Casper, 110 airline miles apart, would cost $166,000. To provide TV programs for Community Television Systems of Wyoming, the relay would enable community TV service to Casper and nearby Wheatland and Douglas, the applications stated.

WOR-AM-TV STAFFS SHIFTED, DEFINED

New personnel changes are designed to bring the radio and television operations closer together. Mayo heads sales, with Sloan and Crawford as chief lieutenants.

IN MOVES designed to integrate further the WOR-AM-TV New York organizational structure, James M. Gaines, General Teleradio vice president in charge of the stations, last week announced several new appointments and at the same time spelled out the specific functions and duties of the station's departments and executives.

In the WOR-AM-TV sales division, Robert C. Mayo, currently sales director of WOR-TV, has been appointed director of sales for WOR-AM-TV, and will be responsible for sales policy and operations of both stations. He will report directly to Mr. Gaines.



Mr. Mayo

Heading WOR-TV sales activity will be John F. Sloan, an account executive at the station since last September, who has been designated station sales manager. William Crawford, WOR sales manager for the past three years, will continue in that post. Messrs. Sloan and Crawford will report to Mr. Mayo.

In defining the specific functions and duties of other departments and executives, Mr. Gaines made these points:

Lawrence Menkin, director of programs for the stations, will be responsible for all creative programming, with the exception of *Broadway TV Theatre*. Warren Wade, WOR-TV executive producer, will be responsible for that program and other special assignments. Messrs. Menkin and Wade will report to Mr. Gaines.

Julius F. Seebach Jr., vice president of General Teleradio in charge of operations for the stations, will assume responsibility over all producers, directors, announcers and other operating personnel, reporting to Mr. Gaines in matters related to WOR-AM-TV. All television operating personnel will report to Ivan Reiner, who has been appointed WOR-TV production manager. He will report to Mr. Seebach.

Mr. Crawford

Mr. Sloan

General Teleradio's financial department, under the direction of vice president James E. Wallen, will continue to service WOR-AM-TV.

Specify! PHILCO TV RELAY EQUIPMENT

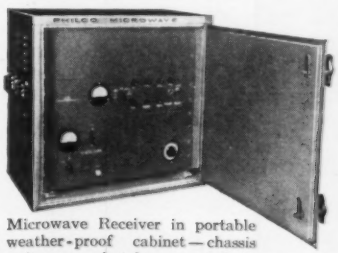
CHECK THESE EXCLUSIVE FEATURES:

1. **HIGHEST PICTURE FIDELITY**—True repeater concept—unexcelled for single and multiple hops. Same circuitry as in TV network equipment.
2. **WIDEST FREQUENCY RESPONSE**—This and other design features assure transmission of all proposed color signals.
3. **SYSTEM COMPATIBILITY**—Designed to meet specifications for network interconnection.
4. **HIGHEST EFFECTIVE RADIATED POWER**—For greater dependability—7.5 kw or more in the 6000-7000 mc band.
5. **FIXED OR PORTABLE OPERATION**—Recessed chassis units in portable weather-proof cabinets—can be mounted in standard cabinets or racks.
6. **LOW MAINTENANCE COST**—Conservatively rated components—Equipment designed for continuous unattended operation.
7. **RELIABILITY**—Utilizes highest quality tubes and components, power circuit breakers—built-in 50/60 cycle operation.

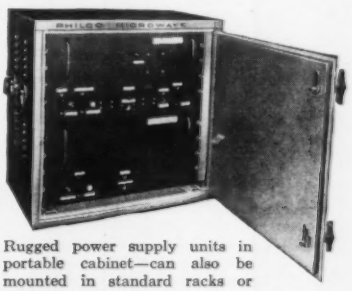
• • • These are only a few of the *extra* values in Philco Microwave Equipment. Be years ahead, and specify Philco TV Relay Equipment, designed and built by the world's leading manufacturer of microwave relay equipment.

For further information write to Department "B•T" today.

New, lightweight parabola, tripod, and tilt head designed for ease of mounting.



Microwave Receiver in portable weather-proof cabinet—chassis units can also be mounted in standard racks or cabinets.



Rugged power supply units in portable cabinet—can also be mounted in standard racks or cabinets.

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Bert Hawkins and Barney Boyle, cost analysts, have been transferred from the engineering department to work under Mr. Wallen.

Milton Burgh will be responsible for all news and special events for both stations, in addition to his Mutual duties, and will report to Mr. Gaines in WOR-AM-TV matters.

In the engineering division, Earl M. Johnson, vice president of General Teleradio, will continue to head engineering for both stations, with Charles H. Singer as chief engineer and Leslie Learned in charge of engineering assignments.

Robert Schmid, vice president of General Teleradio and Mutual, will continue to head advertising, research and press information for WOR-AM-TV. Supervising similar functions at the stations will be the following Mutual department directors: James Tyler, advertising; Richard Puff, research, and Frank Zuzulo, press information.

On specific assignments are Robert Sullivan, manager of WOR promotion and advertising; Joe St. Georges, manager of WOR-TV promotion and advertising; Bob Hoffman, manager of WOR-AM-TV research, and Henry Wilson, manager of WOR-AM-TV press information.

LEE NAMED NO. 2 IN FETZER COMMAND

CARL E. LEE has been appointed managing director and a member of the board of Fetzer Broadcasting Co., it was announced last Friday by John E. Fetzer, president and general manager.

Mr. Lee

Mr. Lee assumed his new duties last Saturday, becoming second in command of all radio-TV operations of the Fetzer company. He is charged with the execution of company policy and assumes broadcast responsibilities on an assignment basis.

It was further announced by Mr. Fetzer that Arthur Covell, with the company since 1937, has been named chief engineer of WKZO Kalamazoo. Mich., and WKZO-TV Kalamazoo-Grand Rapids; Francis Morse, who joined the Fetzer organization in 1942, has taken over the post of assistant chief engineer at WKZO-AM-TV, and Bruce Glycadis, with WJEF Grand Rapids since 1945, has been appointed chief engineer of that station.

Mr. Lee joined Fetzer in 1939. In 1945, as Fetzer chief engineer, he built WJEF and in 1950 completed the installation of WKZO-TV. In 1951 Mr. Lee became administrative assistant to Mr. Fetzer.

In addition to being licensee of the aforementioned stations, Fetzer Broadcasting Co. is buying KOLN-AM-TV Lincoln, Neb., subject to FCC approval [B•T, July 20].

Standard Renews Gridcasts

STANDARD OIL Co. of Indiana, for the seventh consecutive year, will sponsor the entire 10-game football schedule of the U. of Colorado on KOA Denver. Schedule opens Sept. 19 with the play-by-play descriptions handled by sportscaster Starr Yelland, assisted by Bill Day, KOA news and sports director.

PITTSBURGH'S SECOND TV SCHEDULED WITH 8 OTHER DEBUTS OVER WEEKEND

Pittsburgh's second television station is the first uhf among the nation's eight top markets. With eight other outlets set to start over the past weekend, U. S. stations now total 208.

PITTSBURGH'S second TV station was scheduled to go on the air over the last weekend, which saw a flurry of nine commercial outlets slated to commence operation.

WKJF-TV Pittsburgh, on Ch. 53, is the first uhf station in that city. Since 1949 the only TV outlet there has been WDTV (TV), vhf Ch. 2. WKJF-TV also is the first uhf station to go on the air in any of the nation's eight top markets.

KLAS-TV Las Vegas, Nev., began programming July 22.

Late last week, the nine stations (all have been airing test patterns) were "hopeful" of making their Aug. 1 and 2 target dates.

Assuming they did, commercial TV outlets now total 208.

Here are the 10 new stations:

KLAS-TV Las Vegas, Nev., vhf Ch. 8, July 22.
KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1.
KMBC-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 1.
KTVE (TV) Longview, Tex., uhf Ch. 32, Aug. 1.
WGVL (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.
WHB-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.
WISE-TV Asheville, N. C., uhf Ch. 62, Aug. 2.
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

George J. Higgins, managing director of KMBC-TV Kansas City, to share time with WHB-TV there on vhf Ch. 9, said last Thursday all equipment is installed.

F. G. Raese, general manager of WKJF-TV Pittsburgh, said last week the outlet definitely would begin Aug. 1, and will carry some NBC-TV programs.

Mr. Raese said the station has received "wonderful reports of reception from all sections of Pittsburgh and the surrounding area."

He said AT&T promised interconnection with the coaxial cable by Aug. 1, allowing live network features to be carried the first day.

Extensive promotion is planned, Mr. Raese said. He said newspaper ads were to start last Friday and he has signed for 53 billboards in the area.

WKJF-TV will begin operating from 6 p.m. to 11:15 p.m. daily and gradually will expand its schedule.

Mr. Raese said the station plans higher-powered transmitting equipment when it is available (present effective radiated power is 19 kw visual), and color equipment.

Stanley H. Durwood, president of KEDD (TV) Wichita, Kan., said the station's tower has been complete several weeks, the building is 90% complete and equipment 90% installed —but that the RCA antenna shipment was delayed. If it arrives soon a test pattern should be on the air by Aug. 15, he added.

Mr. Durwood said network orders are coming in and local sales, too, are moving steadily.

Tom Steensland, program director for KMMT (TV) Austin, Minn., expects to be programming by mid-August with ABC-TV, DuMont and CBS-TV affiliations.

Nick Reyes, promotion director for WIRK-TV West Palm Beach, Fla., said the 12th floor of the Harvey Bldg. is being readied for studios and offices and engineers hope to begin telecasting in mid-August.

WETV (TV) Testing

WETV (TV) Macon, Ga., started test patterns July 25 and expects to begin programming Aug. 21, John Hicks, program director, reported. He said WETV has NBC-TV primary affiliation, plus ABC-TV affiliation. The uhf Ch. 47 station will have 15,000 sets in its area, according to NBC research, he said.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said that with the end of a steelworkers' strike, construction on the station's tower is underway. However, about six or eight weeks are needed, he said, so the Sept. 1 starting date "must go by the boards." He reported that "requests for availabilities and time still pour in."

Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., said the vhf Ch. 11 outlet has set Sept. 15 for test pattern and Sept. 27 for commercial opera-

WTAC-TV Flint, Mich., television center will look like this architect's drawing when it goes on the air this fall. The 120 x 100 ft. cement-glass brick-steel structure is expected to be complete in August. Estimated cost of the Flint TV outlet, says J. R. McKinley, general manager, will be more than $350,000. WTAC-TV will be on uhf Ch. 16.

★ *More* PEOPLE
OVER
★ *More* AREA
TUNE
★ *More* OFTEN
TO
KVOO
THAN TO

★ *Nielsen*
★ *Nielsen*
★ *Pulse*

Any Other Station in the
KVOO *Market Area*

RADIO STATION KVOO
NBC AFFILIATE
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

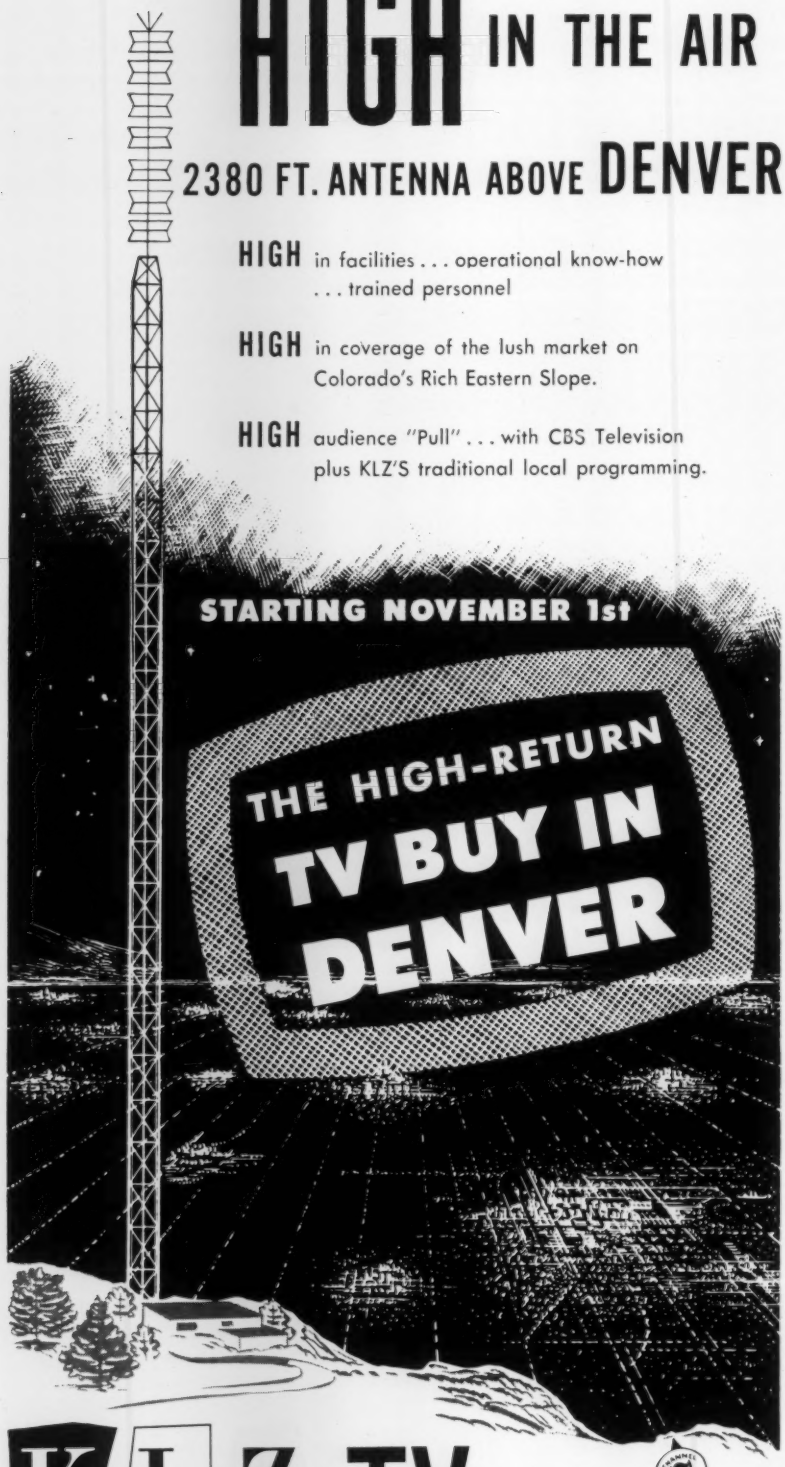
HIGH IN THE AIR

2380 FT. ANTENNA ABOVE DENVER

HIGH in facilities . . . operational know-how . . . trained personnel

HIGH in coverage of the lush market on Colorado's Rich Eastern Slope.

HIGH audience "Pull" . . . with CBS Television plus KLZ'S traditional local programming.



KLZ-TV

CHANNEL 7 DENVER

CBS TELEVISION

ALADDIN RADIO AND TELEVISION, INC.

See your KATZ man

Ad C
4⅝" x 10"
Galen E. Broyles, Co., Inc.

tions. The transmitter-studio building is to be completed Sept. 1, he said. Primary, interconnection affiliation has been signed with CBS-TV, and secondary affiliations with ABC-TV and DuMont.

KQTV (TV) Fort Dodge, Iowa's, 652-foot Stainless tower has been completed and its Workshop antenna installed, Ed Breen of the station reported. The studio-transmitter building is near completion, he said, and will have one large 40x40-foot studio. Target is Oct. 1.

WHEC-TV and WVET-TV Rochester, N. Y., share-time vhf Ch. 10 grantees, have let contracts for construction of the transmitter building "with completion guaranteed in 60 days," Ervin F. Lyke (WVET-TV) and Glover Delaney (WHEC-TV) said last week. He said the jointly-owned transmitter and a temporary antenna will be installed on Pinnacle Hill as soon as the building is ready. All the equipment is in storage and is immediately available, they reported. Final network arrangements were to be made today (Monday), and commercial operation is due to start by Dec. 1. The Bolling Co. will represent WVET-TV and Everett-McKinney Co., WHEC-TV.

WBAY-TV Green Bay, Wis., on the air with a 2 kw transmitter since last March, has been shipped a 25 kw transmitter, according to RCA Victor. RCA said the five-ton transmitter, with a six-section superturnstile antenna, will allow the station to operate with ERP of 100 kw visual.

• Here are the grantees which contemplate starting within the next 30 days:

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. *28, noncommercial educational, August.

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KITO-TV San Bernardino, uhf Ch. 18, represented by George P. Hollingbery Co., August.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc. Sept. 1.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

WIRK-TV West Palm Beach, uhf Ch. 21, Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 21 (test pattern started July 25).

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV (now on test pattern).

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 10.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WICS (TV) Springfield, uhf Ch. 20, repre-

sented by Adam Young TV Inc.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV), August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1 (granted STA).

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 1 (granted STA).

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 1.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), Hollingbery, Aug. 15 (granted STA).

KXLF-TV Butte, vhf Ch. 6, Aug. 15, represented by the Walker Representation Co.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV and CBS-TV), represented by Weed TV, started July 22.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R TV, Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., Aug. 2 (test pattern started last month).

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

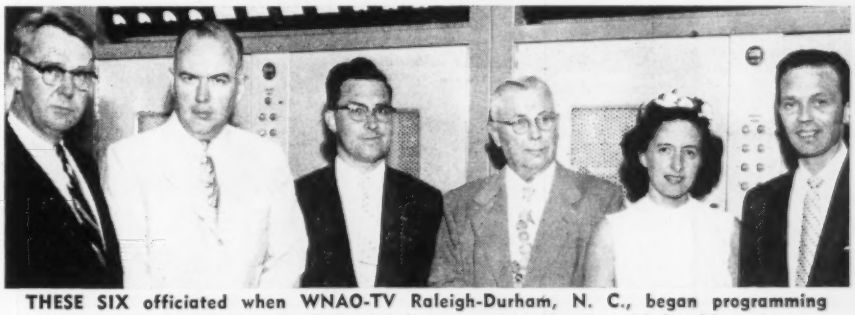
WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

WHKP-TV Hendersonville, uhf Ch. 27, August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented



THESE SIX officiated when WNAO-TV Raleigh-Durham, N. C., began programming July 12. Standing before the Federal 1 kw transmitter for the uhf Ch. 28 station are (l to r) Frank Daniels, vice president, and John W. English, president, Sir Walter Television Co., WNAO licensee; the Rev. Thomas Collins, secretary of the Raleigh Ministerial Assn.; Fred P. Wheeler, mayor of Raleigh; Mrs. May Trent, mayor pro-tem of Durham, and Charles W. Stone, WNAO-AM-TV general manager.

The Twin Cities take

A GIANT STEP FORWARD

Represented Nationally by THE O. L. TAYLOR CO.

ABC

Authorized 316 kw

interim 70 kw until March '54

Established market	386,400 TV sets
Class A hourly base rate	$750
One minute spot base rate	$150

WMIN-TV

LUCKY CHANNEL 11

ON THE AIR SEPTEMBER 1st

by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1 (granted STA).

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1 (test pattern started July 14).

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 2 (now on test pattern).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co.

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

WHBQ-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

KETX (TV) Tyler, Tex., uhf Ch. 19, August (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisburg, vhf Ch. 3 (NBC-TV), represented by Devney.

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Aug. 1 (test pattern started last month).

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WNBW (TV) Adds to Tower

WNBW (TV) Washington has begun construction of a 184-ft. addition to its present antenna atop the Sheraton Park Hotel. New antenna height will be 557.5 ft. above ground. The vhf Ch. 4 outlet will increase its effective radiated power to 100 kw when the tower is completed, General Manager Carleton D. Smith has announced.

talk

EVER HEAR of making a mountain out of an ant hill?

Piling up sales mountains is no new story since WLW-A became a Crosley Station... and Crosley made the "A" also stand for *Action!* Here, your time dollar buys *buying* audience and talent that *sells.* Then expert merchandising plans and smashing program exploitation through the client service department really cinch your sales in the South!

Want sales in Atlanta? Ask WLW-A.

As your ad plan is carried out . . .
So your sales are built.

WLW-A

Atlanta's Dynamic Station

EXCLUSIVE SALES OFFICES IN: CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, ATLANTA, HOLLYWOOD

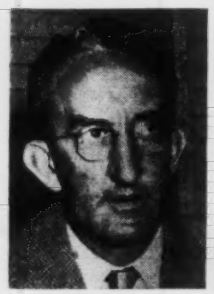
about
activity
CROSLEY BROADCASTING of ATLANTA, INC.

Station Break Survey

ONE OF THE most effective ways to use spot radio is station break advertising, which permits the advertiser to capitalize on the popularity and prestige of adjacent network programs, according to a detailed survey of successful use of station breaks, prepared by CBS Radio Spot Sales, Sherril Taylor, sales promotion manager, said July 24.

KERNS, BAILEY GET NEW ASSIGNMENTS

APPOINTMENT of J. R. Kerns, vice president of Storer Broadcasting Co. and managing director of WSAI Cincinnati, to the position of vice president and managing director of Birmingham Broadcasting Co., licensee of WBRC-AM-TV Birmingham, was announced last week by Stanton P. Kettler, southern district vice president for Storer. The Birmingham radio and TV properties recently were acquired by Storer.



Mr. Bailey

Mr. Kerns

At the same time Mr. Kettler announced that James E. Bailey, formerly vice president and managing director of Storer's WAGA-TV Atlanta, has been appointed to the newly-created post of station manager for WBRC-AM.

Mr. Kerns is a veteran of 14 years service with the Storer organization, having begun his career in 1939 as a salesman for WHIZ Zanesville, Ohio.

Mr. Bailey last year was forced into temporary retirement because of ill health.

MBS-WOR Elevate Hayes

APPOINTMENT of John B. Hayes as manager of the Mutual-WOR New York recording division of General Teleradio Inc. was announced last week by Earl M. Johnson, Mutual - WOR vice president in charge of the division.

Mr. Hayes

Mr. Hayes, who has been assistant manager of the division, in his new assignment will be responsible for the operation which services not only WOR and Mutual, but also many advertising agencies, package program and slide film producers, fund-raising organizations and other radio stations. His appointment fills a vacancy that has existed since the death of Harry Lockwood last January.

KOREAN TRUCE GETS FAST COVERAGE

Both radio and television were all set when the armistice was signed at Panmunjom, and wasted no time in getting both the facts and the features before their audiences. Next up: The prisoner release.

ON TOP of their fast-breaking coverage of the signing of the Korean armistice on July 26, radio and television networks and stations last week hastened preparations for coverage of the release of prisoners scheduled to begin Wednesday.

Minutes after official documents were signed in Panmunjom at 9 p.m., EDT, radio and TV networks and stations flashed the news. An hour after the signing ceremonies, networks carried a pooled program, which included addresses by President Eisenhower, Secretary of State John Foster Dulles, and UN dignitaries.

Pool Set Up

A description of the Panmunjom proceedings was provided to all radio and TV networks under a pool arrangement that utilized NBC facilities. Correspondents who furnished commentary at the scene were John Rich, NBC; George Herman, CBS; Walter Simmons, Mutual, and Ray Falk, ABC.

ABC radio presented a two-part documentary story titled *The Korea Story* Wednesday and Friday. The first part featured Dick Powell as narrator, the second starred Helen Hayes.

NBC radio was on the air a half-hour after news of the truce with a 30-minute narrative of the war titled *This Was Korea,* highlighting tape recordings made there. NBC-TV presented a half-hour review of the conflict called *The Outbreak of Peace.*

Mutual broadcast a special half-hour documented history of the war an hour and a half after the Panmunjom signing. The program consisted of recordings made in Korea by MBS and Dept. of Defense reporters.

A one-hour program of comment and reaction was presented over CBS-TV two hours after the truce was signed. It featured a talk by Gen. James A. Van Fleet, plus interviews with crowds in Times Square and with dignitaries in Washington. CBS Radio carried the pooled programming plus remarks and reactions from officials throughout the world. At midnight it presented a special address by Gen. Mark Clark as he signed the truce.

DuMont Television Network carried film programming of the war followed by comments of news editor Cameron Cornell and interviews with Korean veterans in New York and Washington.

Crosley Covers

Crosley Broadcasting Corp. presented a simulcast feature over WLW-WLWT (TV) Cincinnati which included interviews with the wife of a prisoner, a pilot back from Korea, and an Air Force chaplain. A documentary film of the war was shown on WLWT, WLWC (TV) Columbus, and WLWD (TV) Dayton.

The networks plan to announce names of released prisoners as soon as they are disclosed, in much the same manner as they handled the prisoner exchange last March.

KDYL Takes New Quarters

KDYL Salt Lake City has begun operations from its new headquarters in the *Salt Lake Tribune* building, 143 S. Main St. The station previously had studios in its transmitter building at 33d South and 7th West. All writers, announcers and artists connected with KDYL have offices in the new location.

WDLC Begins Operations

WDLC Port Jervis, N. Y., began broadcasting July 4 with 100 w on 1490 kc, William H. Ware, president, reported last week. The station's manager is Oscar Wein; Dennis Govern is program director. Permittee is Port Jervis Broadcasting Co.

Colorado FM Outlet Starts

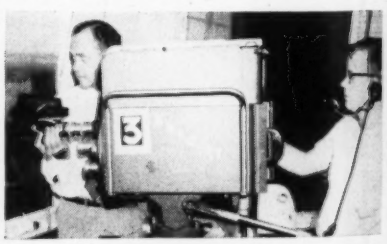
KCMS (FM) Manitou Springs, claiming to be the first independent FM outlet in Colorado, went on the air July 16 on Ch. 285 (104.9 mc). Music is stressed in the station programming. KCMS is owned by Mr. and Mrs. Charles Edmonds with offices at 68 Minnehaha Ave., telephone Mulberry 5-5776. Manitou Springs is adjacent to Colorado Springs.

Looking In—From Six Miles Away

SIX MILES is quite a distance to focus a TV camera, but the staff of WBRC-TV Birmingham, Ala., proved it was equal to the occasion.

According to the station, a $200,000 fire which broke out in the plant of the Southern Rubber Co. in Birmingham was quickly spotted by the WBRC-TV staff at the station location on Red Mountain, six miles away. A camera was immediately wheeled into the glass-enclosed front office for a birdseye view of the flames. For close ups, a pair of seven-power field glasses were held in front of the camera, giving an illusion that the camera was just across the street from the fire.

Information for the telecast was relayed by phone from the city to Red Mountain, enabling WBRC-TV to render its coverage of the fire 15 minutes in advance of all others, according to the station.



M. D. SMITH, vice president of WBRC-TV, holds the binoculars for the camera's six-mile shot. Cameraman is Marion Jones.

ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

G-E STUDIO SWITCHING COMBINATIONS ANSWER ALL YOUR REQUIREMENTS!

FOR LARGE STUDIO OPERATIONS	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	3
Film Camera Channel	2
Special Effects Montage Amplifier	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	3

Up to 9 non-composites and 2 composites for any equipment combination you need!

TC-31A
(Control panel and cabinet illustrated)

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. *Automatically*, and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today's broadcasting operation from General Electric's complete line of switching combinations. You will get the most for your money *plus* built-in provision for expansion! This G-E "extra" also minimizes your maintenance worries . . . allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to: *General Electric Company, Section 283-3, Electronics Park, Syracuse, New York.*

Operating "extras" that spell standout performance with this G-E switching combination's control panel:

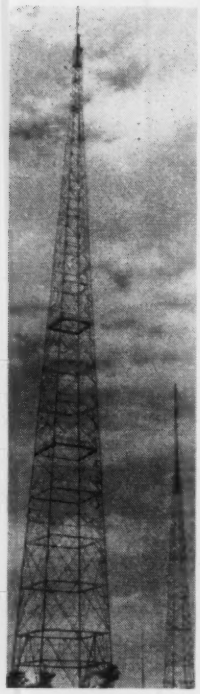
- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

WSYR-TV Goes to Ch. 3, Boosts Power to 100 kw



WSYR-TV Syracuse, N. Y., over the weekend was to switch from Ch. 5 to Ch. 3, President - General Manager E. R. Vadeboncoeur announced last week. The station will begin broadcasting with maximum 100 kw at the time of the channel change.

WSYR-TV planned to complete dismantling of its old tower and finish wiring and testing for its new structure between 11 p.m. Friday and 7 p.m. Saturday. The new installation boasts a 513-ft. tower and 100-ft. antenna, and with the power increase is expected to double operational effectiveness.

The station's promotion for the channel switch was headlined by a "Big 3 Contest" in which participants were challenged to estimate the number of beans in a pinch-vase. First prize in the contest is a Mercury station wagon; second prize a flight to New York, weekend at the Hotel New Yorker, and another flight to Bermuda for a week at Belmont Manor, and third prize a week at Neodak Lodge in the Adirondacks.

Murray Carpenter Resigns, Gorman Heads WABI-AM-TV

MURRAY CARPENTER, general manager of WABI-AM-TV Bangor, Me., and 50% owner of Community Broadcasting Service (WABI), which is 95% owner of WABI-TV, last week resigned his position with the stations. He also disposed of his interests in WABI-AM-TV, the stations reported.

Leon P. Gorman Jr. was elected acting general manager of the stations by the WABI board of directors.

Mr. Carpenter's resignation is scheduled to take effect 60 days from last Monday, but in the interim he has been granted a 60-day leave of absence, the stations reported.

Mr. Carpenter disposed of his interest July 23, the statement reported, after FCC granted Ch. 8 at Poland, Me., to Mt. Washington TV Inc., whose transmitter will top Mt. Washington, N. H. The grant was made upon the condition that Mr. Carpenter and others dispose of interests in the TV applications of WPOR Portland for Ch. 6 and of WABI Bangor for Ch. 13 at Portland.

Mr. Gorman has been advertising and general business manager for both Community Broadcasting Service and Community Telecasting Service (WABI-TV licensee) for four years.

WPIX (TV) Appoints Rodner

APPOINTMENT of Ardien B. (Rod) Rodner, commercial manager of WPIX (TV) New York, as program manager of ABC's WABC-TV New York was announced last week by John H. Mitchell, vice president and general manager of the station.

Anscombe Succeeds Baker As WKBW Station Manager

ALFRED E. ANSCOMBE, commercial manager of WKBW Buffalo, has been appointed station manager to succeed Roger M. Baker, who resigned from that position, Dr. Clinton H. Churchill, WKBW Inc. president-general manager, said last week.

Mr. Anscombe

Mr. Anscombe joined the Buffalo Broadcasting Corp. on WKBW as a junior sports announcer. He served in World War II, then rejoined WKBW in January 1948 as public relations director. He was named commercial manager in February 1952.

He is a reserve major in the Civil Air Patrol, is chairman of the Niagara Frontier Military Manpower Committee and belongs to Industrial Advertisers Assn., Industrial Editors, Buffalo Ad Club, and the Automobile Club of Buffalo. He attended the U. of Buffalo.

Nona Kirby Co. Established

NONA KIRBY Co., radio and TV station representative, has set up headquarters in the Statler Office Bldg., Boston. Nona Kirby, president of the new organization and formerly general sales manager of WLAW Boston, also announced that offices in New York and Chicago will be established later.

WPRO Names John Blair

WPRO Providence has named John Blair & Co. as its exclusive national sales representative throughout the U. S., effective Sept. 1, Arnold F. Schoen Jr., general manager, said last week. WRPO, owned and operated by the Cherry & Webb Broadcasting Co., is a basic CBS affiliate with 5 kw on 630 kc.

WICU (TV) Names Petry

WICU (TV) Erie, Pa., has named Edward Petry & Co. as its national sales representative, effective Aug. 18, Edward Lamb, president of Dispatch Inc., licensee and publisher of the *Erie Dispatch*, said last week. Mr. Lamb said the change is one of several to increase WICU (TV) efficiency, the latest being complete renovation of its control rooms.

Representative Shorts

KLPR-TV Oklahoma City, appoints The Bolling Co. as national representative, effective last month.

WFMD Frederick, Md., appoints Robert Meeker Assoc. Inc., N. Y., as representative in New York, Chicago, Los Angeles and San Francisco.

WBEL Rockford, Ill., appoints Don Rich as representative.

WALE Fall River, Mass., appoints Bertha Bannon, Boston, as New England sales representative.

RCA SALES VOLUME HITS RECORD HIGH

Brig. Gen. David Sarnoff, RCA board chairman, reports RCA and subsidiaries enjoyed a record $410,686,162 in sales for 1953's first half, 34% above record high for the same period last year.

SALES VOLUME of RCA and subsidiaries reached a record high of $410,686,162 during the first six months of 1953, exceeding by 34% the previous peak of $305,837,825 established in the first six months of 1952, Brig. Gen. David Sarnoff, RCA board chairman, announced last week.

Earnings before federal taxes totaled $38,809,228 for the first half of 1953, a gain of 66% over the total for the comparable period last year. Earnings after providing $20,624,000 for federal taxes were $18,185,228, for a gain of 61% over the same period of 1952. After payment of dividends on preferred stock, this represents earnings of $1.18 per share of common stock for the first half of 1953 as against 70 cents a share for the first half of 1952.

Products and services sold in the second quarter also set a new record, reaching $202,678,629, or 43% above 1952's second-quarter total of $141,966,494.

Following is the consolidated statement for the second quarter of 1953, and also for the first half of 1953, with comparative figures for the corresponding periods in 1952:

RADIO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME

	1953	1952
For the Quarter Ended June 30	$	$
Products and Services Sold	202,678,629	141,966,494
Cost of Products and Services Sold and Other Operating Costs	184,325,542	133,471,084
Profit Before Federal Taxes on Income	18,353,087	8,495,410
Federal taxes on income	9,461,000	4,272,000
Net Profit for the Quarter	8,892,087	4,223,410
Preferred dividend	788,238	788,238
Balance for Common Stock	8,103,849	3,435,172
Earnings per share on common (14,031,016 shares)	.57	
Earnings per share on common (13,881,016 shares)		.25
For the Six Months Ended June 30		
Products and Services Sold	410,686,162	305,837,825
Cost of Products and Services Sold and Other Operating Costs	371,876,934	282,500,895
Profit Before Federal Taxes on Income	38,809,228	23,336,930
Federal taxes on income	20,624,000	12,037,000
Net Profit for the Six Months	18,185,228	11,299,930
Preferred dividend	1,576,476	1,576,477
Balance for Common Stock	16,608,752	9,723,453
Earnings per share on common (14,031,016 shares)	1.18	
Earnings per share on common (13,881,016 shares)		.70

Note—The above figures are subject to audit and year-end adjustments. July 27, 1953

DuMont Labs Sales Up

RECORD-BREAKING sales of cathode-ray instruments and associated products in the first 26 weeks of 1953, amounting to a 26% increase over the same period last year, were reported last week by the instrument division of Allen B. DuMont Labs Inc.

WPTZ boosts power

PHILADELPHIA

By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington.. already looking to WPTZ for the best TV.. soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important *plus* in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ

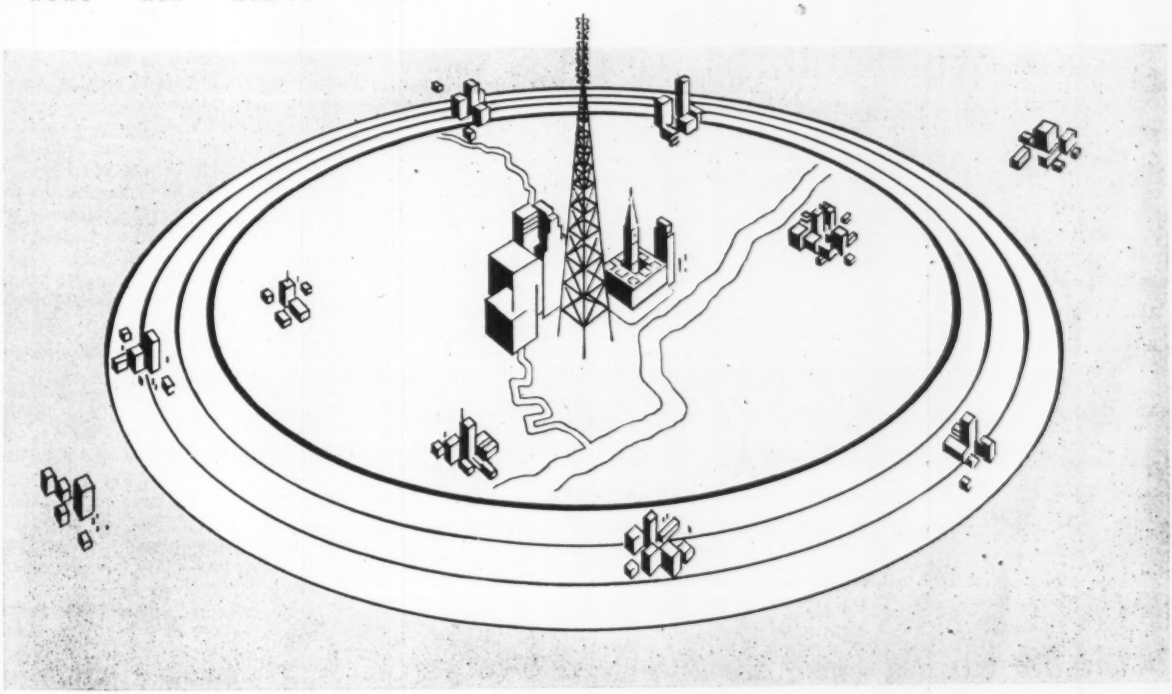
TO BRING

ITS STRONG, CLEAR PICTURE TO

6¼ million people

IN AN AREA OF

OVER 15,000 SQUARE MILES



AT&T CAN DELIVER COLOR, LONG LINES DEPT. AVERS

Although AT&T's Long Lines Dept. will face about the same problems in intercity color transmission as broadcasters will face in putting it on the air, engineers are confident it can be done. Color hookups will cost stations another $450.

PROBLEMS confronting AT&T's Long Lines Dept. in transmitting color TV programs from city to city and station to station are much the same as those facing the TV broadcasters in putting color on the air, B•T learned in a discussion of video transmission methods with Bell System engineers. The question rapidly is becoming of more than academic interest, with both NBC and CBS planning to start experimental networking of color programs under NTSC standards this fall.

It was stated in the discussion that color is more critical than monochrome and requires more faithful transmission of the higher frequencies of the 4 mc TV band. New test equipment will be needed for color, in addition to that now in use for checking black-and-white signal quality during intercity transmission. More man-hours as well as more equipment will be called for at key points along the Bell System's nationwide radio relay and coaxial cable network of video transmission circuits.

There is no uncertainty in the minds of its engineers about AT&T's ability to deliver the same quality of service for color television it now is providing for black-and-white TV. The many successful demonstrations conducted in recent years in intercity color program transmission, say the engineers, support this view. The first problem to be met will be replacement of laboratory models of color test equipment used in these experimental demonstrations with stock apparatus that will function on the regular schedules which will prevail when color-casting begins full-scale commercial operations. This problem is, in many respects, about the same as that faced by the TV broadcasting networks and stations in preparing for color. Bell engineers expressed the utmost confidence that as color networks grow, AT&T will meet the requirements of the industry.

Satisfactory Color Pictures

As an example, should the NTSC system be adopted it would involve a change from the present monochrome system, in which the higher frequencies of the video band are not too critical, to a system in which these frequencies are extremely important. The transmission of monochrome TV signals via coaxial cable circuits of 2.7 mc band width produce pictures which only the most critical home-viewers distinguish from the 4 mc picture delivered by microwave relay circuits and the newer coaxial systems. In the RCA and NTSC color systems, the color is added at a frequency above 2.7 mc so naturally the color is wiped out when transmitted over coaxial systems of the older types. However, a way has been developed to drop the color signal to 2.4 mc for cable transmission, restoring it to 3.6 mc at the receiving terminal, so that AT&T can transmit satisfactory color pictures from city to city over coaxial cable of either type or over microwave systems.

The color carrier in the NTSC system is both amplitude and phase modulated—amplitude controlling color brightness and phase determining the hue, features not needed in monochrome signal transmission. These are some of the factors which would call for new types of test equipment to keep the color carrier in phase and to permit more precise adjustments in the neighborhood of 3.6 mc.

Rates for network lines to carry the color signals under the NTSC standards would be substantially the same initially as for present black-and-white TV, AT&T representatives said, except for additional station connection and switching charges.

The present monochrome tariff calls for a station connection charge of $500 per month for daily service of eight consecutive hours, with line charges under the same conditions amounting to $35 monthly per airline mile, FCC records show. The additional station connection charge for color would be $450 per month.

AT&T first filed a color tariff with FCC in December 1950, effective Jan. 25, 1951, covering 525 line monochrome and CBS 405 line field sequential color on an alternate use basis. This tariff subsequently was revised and remains in effect until Dec. 24 this year.

AT&T explained that while the tariff relates to CBS color, it will be applicable equally to NTSC transmissions on an interim basis.

ANNOUNCING

OUR

NEW WEST COAST OFFICE

and Distributing Branch

☐ In line with the continuing policy of rendering better service to our customers, a new office and **stock carrying** branch is now ready to serve our many west coast customers

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GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILLINOIS, U. S. A.

Philco Produces Film For Uhf-Area Distributors

FILM showing how to build up enthusiasm for uhf television service is being distributed by Philco Corp. to dealers in areas where uhf stations are going on the air.

Titled "When Uhf Comes to Town," the film was produced by Philco's sales training department under Edward Bland and Frank Russell. It runs 15 minutes, and includes scenes from the company's engineering laboratories and from locations in six uhf markets. The production also describes Philco's all-channel uhf tuner, which the company says will enable a set owner to receive all uhf signals in his area.

New RCA Electron Tube

NEW RCA electron tube, engineered to offset the "shakes" of airborne and mobile electronic communications equipment, has been made available commercially by the Tube Dept. of RCA Victor Division. The new "premium" tube (RCA-6101) is designed specifically for use as class A amplifier and control tube in applications where dependable equipment performance hinges on the ability of electron tubes to take abnormal shock and vibration, according to L. S. Thees, general sales manager of the RCA Tube Dept.

Sylvania Income Up

SYLVANIA ELECTRIC PRODUCTS Inc. has reported its net sales for first half of 1953 totaled $149,092,932, all-time company record for six-months' operations.

OUTLOOK: SARNOFF TO STEER NBC FOR REMAINDER OF YEAR

White tells the organizing NBC radio affiliates he is stepping down from the presidency for reasons of health. His successor is unnamed —Gen. Sarnoff will hold the reins in the interim. The affiliates then hear NBC say it is seeking new option-time provisions and sales and pricing methods.

WITH Brig. Gen. David Sarnoff set to occupy the NBC presidency for the rest of this year, officials of the network and its affiliates moved ahead last week with plans to insure that radio, in the words of retiring President Frank White, "shall occupy a front seat at NBC side by side with television and that NBC shall be No. 1 among radio networks."

A subcommittee designated by the network radio affiliates in their meeting Monday in Chicago and headed by Robert D. Swezey of WDSU New Orleans conferred with Gen. Sarnoff on Thursday and arranged a Sept. 17 meeting in Chicago for all NBC radio outlets to hear Gen. Sarnoff outline NBC's plans for putting NBC radio "in the undisputed No. 1 position."

In a letter sent Friday to all NBC radio affiliates, Mr. Swezey also reported that Gen. Sarnoff assured the group who will meet with network authorities Sept. 17 to review NBC's plans that "he had his hands on the wheel," would not be "hurried" in designating a successor to Mr. White—who resigns effective with this Friday's NBC board meeting because of ill health [B•T, July 27]—and that such a designation probably would not occur until the first of the year (see text of Mr. Swezey's letter, page 74).

Earlier, without indicating how long the interval was apt to be, Gen. Sarnoff, board chairman of RCA and NBC and for some months actively in command at the network, had announced that "until a new president for NBC is selected, I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed, I shall continue to serve NBC as chairman of the board."

The changes in NBC's top command were announced formally at the NBC Radio Affiliates' organizational meeting in Chicago Monday, with Mr. White reassuring stations of NBC's determination to occupy the No. 1 spot in radio and then personally disclosing his doctor-ordered decision to resign the presidency.

Both he and Gen. Sarnoff, whose message he read to the affiliates, expressed hope that Mr. White later would be able to return to RCA-NBC, although Mr. White said his doctor "suggested that I seek lighter work [than the NBC presidency] after I regain my health."

Other developments at and after the affiliates meeting included:

• Affiliates, setting up their own autonomous organization, elected officers, headed by Robert D. Swezey of WDSU New Orleans, who then designated four other affiliates to join the officers in an eight-man executive committee.

• Although the executive committee is slated to confer at length with Gen. Sarnoff in September, Mr. Swezey and some of his executive committee colleagues met with the general in a preliminary session in New York Thursday.

To 'Re-examine' Option Time

• The necessity of "re-examining" option-time provisions of affiliation contracts was cited by President White, in the need for "more flexible patterns to meet the sales and pricing patterns of today's competition" and the need for "facing up to the other competitive problems which we must jointly solve to move ahead in network radio."

• Aside from Mr. White's mention of option-time changes, other sources indicated unofficially that radio affiliates may be asked to accept adjustments in the compensation provisions of their network contracts, also for "competitive" reasons.

• NBC's divorcement of its radio-TV operations in the program, sales, and advertising and promotion fields, slated to become effective today (Monday), took shape with appointment of heads of two of these departments in radio. In another development stemming from the separation, a new general manager was named for NBC's New York stations to succeed Ted Cott, new operating vice president for radio

Get quick SPONSOR SALES

Get huge fall sports program audiences

Get TOUCHDOWN TIPS

starring Elroy "Crazy-Legs" Hirsch and Mike Kizziah

Grab this powerful package of 15 sales-producing quarter-hour shows

Phone, wire, write today for full details

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y., JUdson 2-5011 Chicago Hollywood Atlanta Dallas

under Vice President William H. Fineshriber Jr. (see story, page 78).

What result the "re-examination" of option-time provisions to affiliation contracts might have were not indicated, nor did Mr. White elaborate on the meaning of his preference to "more flexible patterns to meet the sales and pricing patterns of today's competition."

However, he made clear his feeling that there will be "drastic changes" in the "radio network picture" in the next few years, and asserted that "no one can be certain of the ultimate form a radio network will take." But, he emphasized, "whatever the changes may be, the NBC radio network will be in business and so will its affiliates."

Terming NBC "the *one* network which is not in operation for the short-time gain," he expressed confidence that for the foreseeable future "there will continue to be enough radio audience and enough radio advertising to support a successful network operation"—and that NBC and its affiliates, working together, "can secure a proper share of whatever business is available for the radio network medium."

With respect to re-examination of "option-time agreements," development of "more flexible patterns," and "facing up to the other competitive problems," Mr. White told the affiliates that "I am confident you appreciate the fact that NBC has been operating under some serious competitive handicaps in radio." As NBC develops "specific proposals" to overcome such "handicaps," he said, "it will present these proposals to you in definite form and ask for your cooperation."

Although Mr. White did not allude to it, there was subsequent speculation that, as another competitive step, NBC may propose a change in its method of calculating compensation to affiliates for carrying network commercial programs. Such change, if proposed, reportedly would be designed to bring NBC's method more into line with CBS Radio's.

NBC's present system is based, although other calculations also are involved, on payment for a half-hour show at 60% of the hour rate and for a quarter-hour show at 40% of the hour rate, whereas CBS Radio, whose system also involves other considerations, figures payments for a half-hour show at 50% of the hour rate and for a quarter-hour show at 25% of the hour rate.

In the Chicago meeting Monday, officers named by the affiliates to serve with Chairman Swezey were E. R. Vadeboncoeur of WSYR Syracuse, vice chairman; Milton Greenebaum of WSAM Saginaw, Mich., second vice chairman, and Harold Essex of WSJS Winston-Salem, secretary-treasurer.

Mr. Swezey subsequently named George Norton of WAVE Louisville, Paul Morency of WTIC Hartford and Clair McCollough of the Steinman stations and Robert Hanna of WGY Schenectady to serve with the officers on the subcommittee to meet with Gen. Sarnoff.

Confer With Sarnoff

Although shortness of time did not permit Messrs. Norton, Morency and McCollough to be on hand, Mr. Swezey and other subcommitteemen conferred with Gen. Sarnoff Thursday morning, through lunch and until mid-afternoon, and set up the Sept. 17 Chicago sessions at which Gen. Sarnoff agreed to outline NBC plans for strengthening its radio operations. Gen. Sarnoff himself, in his message to Monday's meeting, had mentioned an "early September" meeting with the promise that "I will lay before you then our detailed plans. We are determined that the NBC radio network shall occupy first position in the field. With your cooperation this result can and will be achieved."

Mr. Hanna presided at the Chicago meeting in the absence of Mr. Swezey, who was chairman of the preliminary study group drafting the organizational plans but who had to miss the meeting because of an FCC hearing in Washington.

Some 75 to 80 broadcasters attended the session at the Drake Hotel. Mr. White and Harry Bannister, NBC vice president in charge of station relations—who said he was gratified that the radio committee was being formed—were their luncheon guests.

Mr. Hanna, on behalf of the affiliates, expressed regret at Mr. White's resignation.

In their consideration of network operations, the affiliates centered attention on programming and sales, a number of them reportedly voicing dissatisfaction with the network's activity in these fields.

Many affiliates strongly favored NBC's plan to divorce its radio and television operations in sales, programming and promotion, it was understood. They agreed to ask Mr. Swezey to appoint smaller committees to work with the network on sales and programming, indicating their feeling that speed was of the essence.

Question reportedly arose over the network's plan to retain research under a combined radio-TV roof. Some non-TV affiliates were understood to be concerned with statistics which, they felt, chronically tend to place television in a better competitive light alongside radio. They felt separation would be a good thing here, too, but took no action.

Mr. White read Gen. Sarnoff's statement to the affiliates inasmuch as the latter was unable to be present because of a White House appointment. In announcing Mr. White's resignation, Gen. Sarnoff stated:

"For the past several months, Mr. White has had to lighten his duties and reduce his activities at NBC for reasons of health. We had hoped that his recent trip to Europe would refresh him and restore his vigor sufficiently to permit him to resume his duties as president of the company. Since his return, however, he has consulted his doctor and has been advised that he is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the president's office. He has accordingly asked me to release him from his contract and to relieve him from his duties as president . . ."

Effective Friday

Gen. Sarnoff said the resignation would become effective at the next NBC board meeting Aug. 7, praised Mr. White for serving NBC "conscientiously and faithfully" and expressed hope he would return in "an appropriate executive position in the RCA organization" when he regains his health.

Mr. White said he will follow "the progress of NBC and its stations with the pride and personal interest of one who has been and hopes to be again a member of the RCA-NBC family." He expressed confidence "the time is not too far distant when I shall see you again with my health fully restored."

Discussing radio plans, the outgoing NBC president noted the network's reorganization and emphasized that the "radio network is no less important to NBC and to RCA than the television network," and recalled Gen. Sarnoff's statement that "he expects NBC to occupy first position in radio as well as maintain its first position in television." Mr. White continued:

"We know that the task in radio is more complex and more difficult than in television—and will take more time to accomplish. Television has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition."

Noting NBC's avowed plan to strengthen its radio position and partial separation of radio-television, Mr. White added:

"The integration of radio and television, completed last year, looked like a good idea at that time. It followed an industry trend, for many of our television affiliates had done the same thing before NBC took the step.

"We found from experience, however, that with many advertisers and agencies and performers talking and thinking exclusively of television, an integrated organization could not achieve maximum results for radio alone. Hence, our latest move is in fulfillment of our purpose that radio shall occupy a front seat at NBC—side by side with television."

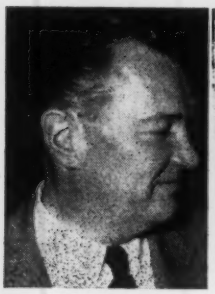
Mr. White said separate organizations are being set up "in the areas where radio and

Mr. Swezey

Mr. Vadeboncoeur

Mr. Greenebaum

Mr. Essex



Mr. Morency

Mr. Norton

Mr. McCollough

Mr. Hanna

Public support of federal power drops to new low, national survey shows

Fewer and fewer Americans think that the federal government should be in the electric power business. Only 9% now support federal ownership of electric companies compared to 18% in 1943. Most men and women are for electric companies owned and operated by business concerns. 55% favor business management. 28% are for local or state ownership. And 8% have no opinion.

These facts show up clearly in the sixth national public opinion poll on electric power topics conducted by Opinion Research Corporation. Princeton. N. J.* The study confirms that . . .

More people today than at any time in the ten-year survey period favor business ownership of their local electric light and power company.

The majority feels that federal ownership is a bad thing. "It means higher taxes." "Hurts business." "Leads to socialism," they say.

Furthermore, most people are convinced that the business-managed companies give better service than government operations.

These important highlights of the Opinion Research survey are presented here by *America's Electric Light and Power Companies.***

***Names on request from this magazine*

**For a free 16-page summary of this poll, write Electric Companies, 30 Rockefeller Plaza, New York 20, N. Y.*

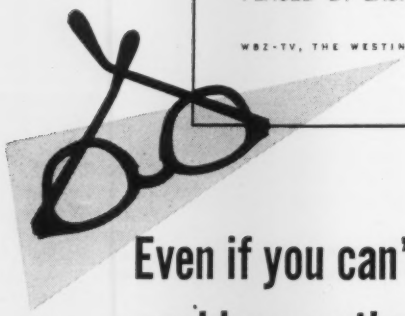
71,759 REPLIES

PRODUCED BY A SINGLE PROGRAM FOR

COMMUNITY OPTICIANS OF BOSTON

PLACED BY LASKER-RISEMAN AND TELECAST ON

WBZ-TV, THE WESTINGHOUSE TV STATION IN BOSTON, MASS.



Even if you can't read the last line, you'd guess that the station would be WBZ-TV

BOSTON Channel 4

According to George J. M. Riseman of the Lasker-Riseman agency, response to "Community Auditions," the talent-hunt program sponsored by Community Opticians of Boston, has shown steady and terrific gains over a 3½ year span.

One program in April 1951 produced 15,358 pieces of mail. **One** program in October 1951 produced 20,946 replies. In January 1952 **one** program drew 67,852 pieces of mail. This spring **one** program produced 71,759 replies!

As surveys prove, and as so many advertisers have learned, the **one** New England TV station that gets results like this is WBZ-TV. Get details from NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV · WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

television compete for audience and advertisers" but not for functions which support both media. Present combined operation for research, station relations and engineering serves both radio and TV "most effectively and economically," he added.

Under Sarnoff's Direction

"Acting under Gen. Sarnoff's directive, the radio network will program, sell and promote radio against all competition—including television," Mr. White stated. "And he has made it clear that the money required for this increased development will be available as plans are completed to use it effectively."

The NBC Radio Affiliates Committee is primed along the lines of the NBC-TV Affiliates Committee set up in 1951 and somewhat similar to the NBC SPAC group in recent years. Purpose of the radio committee, which will meet at the call of the chairman, is to work with NBC on problems of mutual interest.

Serving with Mr. Swezey on the study group named at the NARTB convention were the following broadcasters, some of whom met in Chicago in advance of the organizational meeting:

Mr. Vadeboncoeur and Mr. Hanna; Walter J. Damm, WTMJ Milwaukee; Dave Gentling, KROC Rochester, Minn.; George W. Norton Jr., WAVE Louisville; Gene Kelly, KCRA Sacramento; G. Richard Shafto, WIS Columbia, S. C.; Clair McCollough, Steinman Stations; Wayne Coy, KOB Albuquerque, N. M.; William Fay, WHAM Rochester, N. Y.; Paul Morency, WTIC Hartford; Harold Essex, WSJS Winston-Salem; P. A. Sugg, WKY Oklahoma City; Joseph E. Baudino, KDKA Pittsburgh; John H. DeWitt Jr., WSM Nashville, and H Quenton Cox, KGW Portland, Ore.

SWEZEY'S REPORT

TEXT of letter sent Friday to all NBC radio affiliates by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee, and Harold Essex, WSJS Winston-Salem, N. C., secretary-treasurer of the committee (see story page 71):

To the NBC radio affiliates:

Pursuant to the instructions of the NBC radio affiliates meeting in Chicago on July 27 I appointed Messrs. George Norton, Paul Morency, Clair McCollough and Robert Hanna to supplement the officers of the committee for the purpose of talking with General Sarnoff. As I understood that it was the desire of the group to have this meeting held promptly I scheduled it with the General on Thursday, July 30th. Due to the shortness of notice and other complications three members of the augmented committee were not able to attend the meeting.

Our group of five met with the General in his office at 11 o'clock on Thursday morning. Our discussion continued through lunch and until mid-afternoon. During the latter part of the conference we were joined by Messrs. Frank White, Harry Bannister, Bill Fineshriber and Ted Cott.

We advised the General of the developments in the Chicago meeting and spoke with him candidly concerning the tenor of that meeting. The General was equally frank with us. He gave us his complete assurance that it was his firm intention to place the radio network of NBC in the undisputed number one position. He told us that he had his hands on the wheel; he would not be hurried in his appointment of a replacement for Frank White and that such a designation would probably not occur until the first of the year.

The General spoke at some length about the future of the radio broadcasting industry and the serious problems which are facing both

network and affiliates at this time. He told us that he welcomed constructive suggestions from the affiliates. The General has already assigned various members of his staff to a detailed analysis of these problems and the framing of plans and proposals to be presented to the next full meeting of our affiliates group. This task is not a simple one and will require several weeks' work on the part of the NBC staff. It has been suggested that your committee meet with the NBC group early in September for the purpose of reviewing with them in a preliminary fashion the results of their efforts.

The earliest feasible time for another full meeting of our group appears to be Wednesday, September 16. The General has agreed that, since the sense of the last meeting in Chicago was to hold a subsequent one there, he will meet with us in Chicago. It is the opinion of your committee that this meeting will consider matters of utmost importance to the future of our business.

The General made it clear that leadership in radio broadcasting requires the joint efforts of the network and affiliates. He stressed the point that for the long run, neither can hope to succeed without the other. General Sarnoff will be prepared to outline the specific steps which in his opinion must be taken by both in order to achieve the desired goal.

Your committee recommends and urges that wherever possible ownership as well as management be represented at the meeting in Chicago. You will be advised shortly of the exact time and place of the meeting.

[Editor's Note: Original date for the fall meeting was Sept. 16, but difficulty in completing hotel accommodations for that date forced the change to Sept. 17. A subsequent letter will be sent to affiliates explaining the change.]

General Tire Reports Fiscal Standing Up

GENERAL TIRE & Rubber Co., Akron, Ohio, which owns General Teleradio Inc. (Yankee and Don Lee Networks, WOR-AM-FM-TV New York and the largest stockholder in MBS), reported net sales of $95,925,457 for the six months ending May 31. Report, which covers all subsidiaries but does not include the radio-TV properties, showed that net profit after taxes for the company's first half of its fiscal year was $3,482,750, compared to 1952's first six months' $2,946,246. This was equal to $2.73 per common share (with 1,205,953 outstanding) versus $2.30 per common share on 1,199,169 outstanding same period last year.

MBS Ups Alma Graef, Names Johnson to Succeed

ALMA GRAEF, manager of Mutual's sales service department, has been named manager of commercial operations for the network, and Katherine Johnson, assistant manager of sales service, has been appointed to succeed her, Roy Danish, director of the department, announced last week.

E. J. Saulpaugh Dies

EDWIN J. SAULPAUGH, 54, supervisor of continuity acceptance for the DuMont TV Network, died of a heart ailment last Wednesday. He was a staff director for ABC in 1941. From 1944 to 1947, while associated with Hutchins Adv. Co., he was a producer-director of Philco's *Hall of Fame*. He joined DuMont in 1950. His wife, Dassah Saulpaugh, survives.

Day *and* night, figures tell the story. In Memphis and the Mid-South it's WMCT!

WMCT

Memphis ONLY TV Station
WMC WMCF WMCT

National Representatives The Branham Co.
Channel 5 • Memphis
Affiliated with NBC
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and Dumont

MUTUAL MOVES DEADLINE TO AUG. 21 FOR AFFILIATE ACCEPTANCE OF PLAN

MBS Vice President Pete Johnson says three-week extension will give affiliates time to study Mutual's hours-instead-of-money plan and expresses confidence 'enough' of them will accept. Some 100 'pay' affiliates already have accepted, he says.

DEADLINE by which MBS affiliates must notify the network of their acceptance of its new plan of option time and station compensation [B•T, July 27, 20] for it to become effective Oct. 1, has been extended from Aug. 1 to Aug. 21, E. M. (Pete) Johnson, MBS vice president in charge of station relations, revealed Thursday.

Admitting the original date had been "unrealistic," Mr. Johnson said Aug. 1 had been chosen because of commitments to talent optioned by Mutual for the expanded network programming called for by the proposed plan, the talent asking for 60 days in which to seek other employment for fall in case the plan should not be carried out. Most of these commitments have been adjusted to give the network an additional three weeks in which to secure the station endorsements needed to put the plan into effect, he said.

Reporting that "about 100" of the networks' "pay" affiliates already have accepted the proposed changes in their affiliation contracts with Mutual, Mr. Johnson said many others have indicated they will sign the revised agreements as soon as station officials now on vacation return to their offices or as soon as board meetings can be arranged in cases where board approval of such changes is a necessary preliminary to signing the new network contracts.

In addition to those delays in signing caused by the summer vacation season, Mr. Johnson said a number of affiliates have written to ask how certain phases of the proposed method of network operation will affect their particular stations and markets.

Too Early Yet

Noting the affiliates first learned of the new Mutual plan in a conference call on July 17 and did not receive their copies of proposed amendments to the affiliation contract until July 21, and that they needed time to study the document before writing him, he said the exchange of correspondence also was time-consuming and that it is too early yet to expect their final answers.

Mr. Johnson said he confidently expects approval of enough stations by Aug. 21 to guarantee the proposed plan will go into effect Oct. 1. He defined "enough" as adding up to a substantial majority of the Mutual rate card, with the actual number of signed contracts needed depending on the rate of the stations signing them. The MBS affiliates in the top 100 markets would almost make up the quota by themselves, he noted. The signed contracts already received, he said, are from a typical cross-section of MBS affiliates, representing all types of markets and a normal distribution of rates.

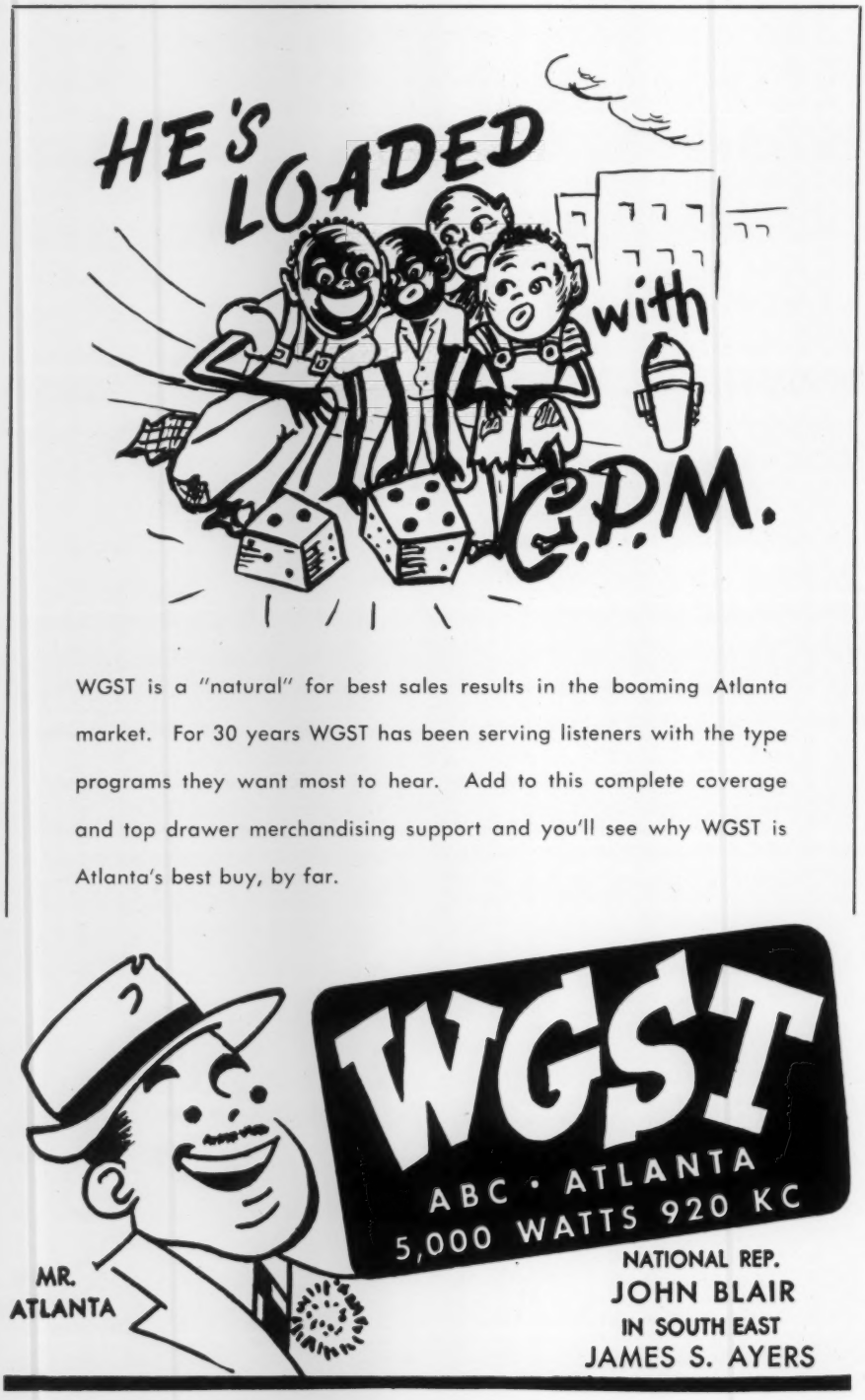
In essence, the Mutual proposal is that optioned time from affiliates be cut from nine to an average of five hours a day, with affiliates agreeing to broadcast all programs received from the network during the optioned periods, sustaining as well as commercial, and, in lieu of money payments for the network commercials in optioned hours, the affiliates are to receive 14 hours a week of "highest caliber" free programs for sale to local or national spot advertisers.

The Option Outline

The optioned hours outlined in the new agreement are: Monday through Friday—8:45-9 a.m, 11 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m., 9-9:15 p.m. Saturday—11:30 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m. Sunday—9-11:30 a.m., 1:30-2 p.m., 3-3:30 p.m., 4-5 p.m., 5:30-7 p.m. All times are New York City times except the 5-6 p.m. hours on weekdays and the 11:30 a.m.-12:30 p.m. and 5-6 p.m. periods on Saturday which are specified as local time.

Correspondence and conversations with affiliates indicate no main objections to the networks' proposed revision of its affiliation contracts, Mr. Johnson reported. The first, he said, is a fear that Mutual plans to compete with the stations themselves for spot business; the second that the network will set its rates below those of the stations themselves.

These fears are groundless, he stated, since Mutual could not do either of these acts with-


HE'S LOADED
with
C.P.M.
WGST is a "natural" for best sales results in the booming Atlanta market. For 30 years WGST has been serving listeners with the type programs they want most to hear. Add to this complete coverage and top drawer merchandising support and you'll see why WGST is Atlanta's best buy, by far.
WGST
ABC • ATLANTA
5,000 WATTS 920 KC
MR. ATLANTA
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

out putting itself into bankruptcy. "To put our proposed plan into operation," he said, "we are committing ourselves for heavy expenditures for programming. The only revenue we can get under the plan is that received from the sale of the five hours of network time we will have under the option. If we were to sell on a spot basis, that is, to permit an advertiser to buy only a selected handful of our affiliates, we'd be cheating ourselves. We just plain can't afford to cut prices under the proposed plan. There's no way to pass those cuts along to the affiliate stations; Mutual would have to absorb them itself."

Cites Multi-Message Plan

Mr. Johnson pointed out that the same fears of network competition with its affiliates for spot business had been expressed when Mutual first introduced its multi-message plan, permitting advertisers to share sponsorship of a number of network programs instead of sponsoring a single program exclusively. "It didn't work out that way," he stated, pointing out that the advertisers attracted to Mutual by this plan were either clients of the other networks or had not used radio at all in recent years.

He noted further that networks always have had, through their discount structures, the means of underselling their affiliates, but under the affiliation agreement proposed by Mutual there is less risk of price cutting than before, since the network would be reducing its own revenue without affecting that of its affiliates, a "suicidal" practice.

"If, to sell a final time period, we let it go at a cut rate," he declared, "we'd soon be forced to reduce the price of all the rest of our network time to that level. Your cheapest rate is always your rate card in the long run."

'Maybe They Haven't Tried'

Some station executives, Mr. Johnson said, have objected that in their markets they are unable to sell programs and therefore would not benefit from the 14 hours of programs a week the network plans to give them for individual sale. "Perhaps," he noted, "they can't sell programs because they haven't tried to sell programs, and if they prefer to concentrate on selling spots it's easy enough for them to sell our programs on a participating basis."

Commenting on reports of protests against the Mutual proposal by some of its affiliates, Mr. Johnson reiterated his belief that these are based largely on a misunderstanding of the plan and how it will operate. He reaffirmed his expectation that, come Aug. 21, a substantial majority of MBS stations will have accepted the new system of network-station relationship embodied in the plan.

A strong affirmative vote for the MBS proposal was registered last week with B•T by A. Frank Katzentine, owner of WKAT Miami Beach, who wired this message: "Understand some of the station operators have objected to Mutual's new plan of affiliation. Have studied the plan as carefully as we can and can't see anything wrong with it. It is a daring and fresh approach, but fresh ideas and daring never hurt radio. I for one, along with my beloved WKAT, am going along and will do everything in our power to make the plan succeed. I thought you might be interested to know where some of the oldtimers stand."

Tam O'Shanter Finals

ABC-TV will televise finals of the Tam O' Shanter world championship golf tournament in Chicago Aug. 9, 6:30-7:30 p.m. CDT as a co-op feature. Program will be sponsored in Chicago, Detroit and New York by Florsheim Shoe Co. Agency: Gordon Best Co., Chicago.

"Now I'll REALLY knock 'em dead!"

In Kentucky radio you can overdo a good thing. You can "cut the cloth" so big that your waste and overlapping get absurd — because *more than half* of Kentucky's sales are made in the 25-county Louisville Trading Area, alone!

Here in this one concentrated area occur 55.3% of Kentucky's total retail sales, 59.8% of its drug sales and 51.3% of its food sales!

5000-watt WAVE is powered, priced and programmed for the Louisville Trading Area alone; and WAVE delivers it intact, with no waste circulation. To cover the rest of Kentucky, you need many of the State's *other* 50 stations.

Enough said! Ask your Free & Peters Colonel for WAVE availabilities, *soon.*

5000 WATTS
NBC AFFILIATE •
WAVE
LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

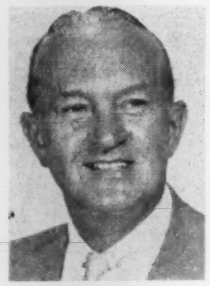
FOUR MORE NAMED IN NBC SEPARATION

Shea, Horton, Cleary and Mueller get radio posts in latest phase of NBC's radio-TV divorcement.

NBC last week prepared to set its radio-TV divorcement plan into operation today (Monday) with appointment of three key figures in the new radio-only organization, at the same time naming Hamilton Shea as general manager of its New York stations in succession to Ted Cott, elevated to operating vice president for the radio network [B•T, July 20].

Mr. Cott announced the appointment of Fred Horton, NBC sales veteran, as director of radio network sales; John P. Cleary, radio network program manager, as director of radio

Mr. Shea



Mr. Horton

Mr. Cleary

Mr. Mueller

network programs, and Merrill Mueller, formerly news editor and commentator on NBC-TV's *Today* program, as radio news and features executive, a new position.

Yet to be named is the director of the radio network's advertising and promotion department, which with sales and programs represents the units in which radio and TV activities are being separated.

Mr. Shea, returning to New York to take over Mr. Cott's former responsibilities as general manager of WNBC WNBT (TV) and WNBC-FM, will assume his new duties some time this month, the announcement said. He has been general manager of WTAM-AM-FM and WNBK (TV) Cleveland. Ernest De La Ossa will continue as station manager of the New York outlets.

A successor to Mr. Shea in Cleveland will be designated shortly, according to Charles R. Denny, NBC vice president in charge of company-owned stations, who announced Mr. Shea's new role.

Officials said heads of the newly-separated TV units, not yet formally announced, would be as indicated earlier: Vice President Charles C. (Bud) Barry, who has been in charge of both radio and TV programs, will head TV programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

William H. Fineshriber, Jr., who has been vice president and general manager of the radio-TV networks, is vice president in charge of the radio network while John K. Herbert, who has been vice president in charge of both networks, is vice president in charge of the television network. NBC's "service" departments are not being separated and will continue to service both radio and TV.

ABC Plans Area Network Of Nine Video Stations

A NINE-CITY regional TV network is being organized by ABC-TV in the western states and plans are to have it in operation by Oct. 1.

Robert E. Kintner, ABC president, has placed Donn B. Tatum, ABC-TV Western Division director of TV, in charge of the project. Besides owned and operated KECA-TV Hollywood and KGO-TV San Francisco, the regional network will include affiliate KFMB-TV San Diego and stations in Fresno, Bakersfield, Seattle, Portland, Salt Lake City and Denver.

Many factors, including rate structure, are yet to be worked out before the network starts, Mr. Tatum said. Eventual expansion of coverage to include TV stations in other western cities is planned.

ABC-TV will establish Hollywood and San Francisco sales offices for syndication of film properties.

KMMT (TV), KOIN-TV Join CBS-TV Affiliates List

ADDITION of KMMT (TV) Austin, Minn., and KOIN-TV Portland as affiliates of CBS-TV was announced Thursday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

KMMT (TV), which operates on Ch. 6, joined the network as a primary, non-interconnected affiliate on July 15. The station is owned and operated by the Minnesota-Iowa Television Co., with L. L. McCurnin as general manager.

KOIN-TV (Ch. 6) will join CBS-TV as a basic interconnected affiliate, effective Oct. 15. Owned and operated by the Mount Hood Radio & Television Broadcasting Corp., the station is directed by General Manager Howard Lane.

CBS Signs Red Skelton To Radio-TV Contract

AFTER several months of negotiations, CBS last week signed Red Skelton to a long-term exclusive contract covering both radio and television.

Although the money involved and terms of the agreement were not revealed, it was understood the contract favors live over film TV. The comedian had been a holdout because he wanted to do his TV shows on film.

Contract negotiations were handled by Howard S. Meighan, CBS Inc. vice president; J. L. Van Volkenburg, CBS-TV president; Harry Ackerman, CBS-TV West Coast vice president in charge of network programs; Bo Roos, Mr. Skelton's business manager, and Freeman Keyes, Chicago agency executive and packager of the *Red Skelton Show*.

AFTRA APPROVES 'ACTION' IN FIGHT

Petrillo's ban on dual AFM-AFTRA membership brings AFTRA approval of 'affirmative action' at its national convention in Hollywood, but nature of the 'action' is not explained.

AMERICAN Federation of Television & Radio Artists ended its national convention in Hollywood July 26 and authorized "affirmative action" by locals if AFTRA's jurisdictional fight with American Federation of Musicians is not settled peaceably. The nature of such "affirmative action" was not further defined.

AFTRA National Executive Secretary George Heller, at a news conference after the four-day convention, declined to elaborate on just what was meant by "affirmative action" in the dispute which followed AFM President James C. Petrillo's order to AFM members holding AFTRA cards to resign and stop paying dues to the talent union [B•T, July 13, 6]. He did hint, however, that some joint AFTRA-AFM members are ready to challenge Mr. Petrillo's edict.

Mr. Heller said AFTRA is seeking "amicable resolution of the conflict" with AFM.

Asked if he would try settlement by personal negotiation with the AFM president, Mr. Heller replied he was always ready to talk to Mr. Petrillo, but was not actively seeking such a meeting.

On another phase of inter-union relations, the convention delegates told AFTRA's national board to continue its cooperation policy with the International Brotherhood of Electrical Workers concerning dual-capacity workers (i.e., announcer-engineers, etc.).

Committees were set up to study problems concerning transcription, including a new recording code. The Los Angeles local proposed a new recording fee schedule which would raise featured soloists to $50 a side and pay additional fees for subsequent 200,000-side sales units after the first 200,000.

At the news conference, Mr. Heller said earlier reports of possible merger between AFTRA and Screen Actors Guild were misinterpretations of his words. He said that while AFTRA, by cooperative agreement, represents SAG members in various cities, "We've got enough to do taking care of our present membership." He left the door open, however, by saying if "any other group" wants affiliation and comes to AFTRA with plans worked out, "we'll certainly listen."

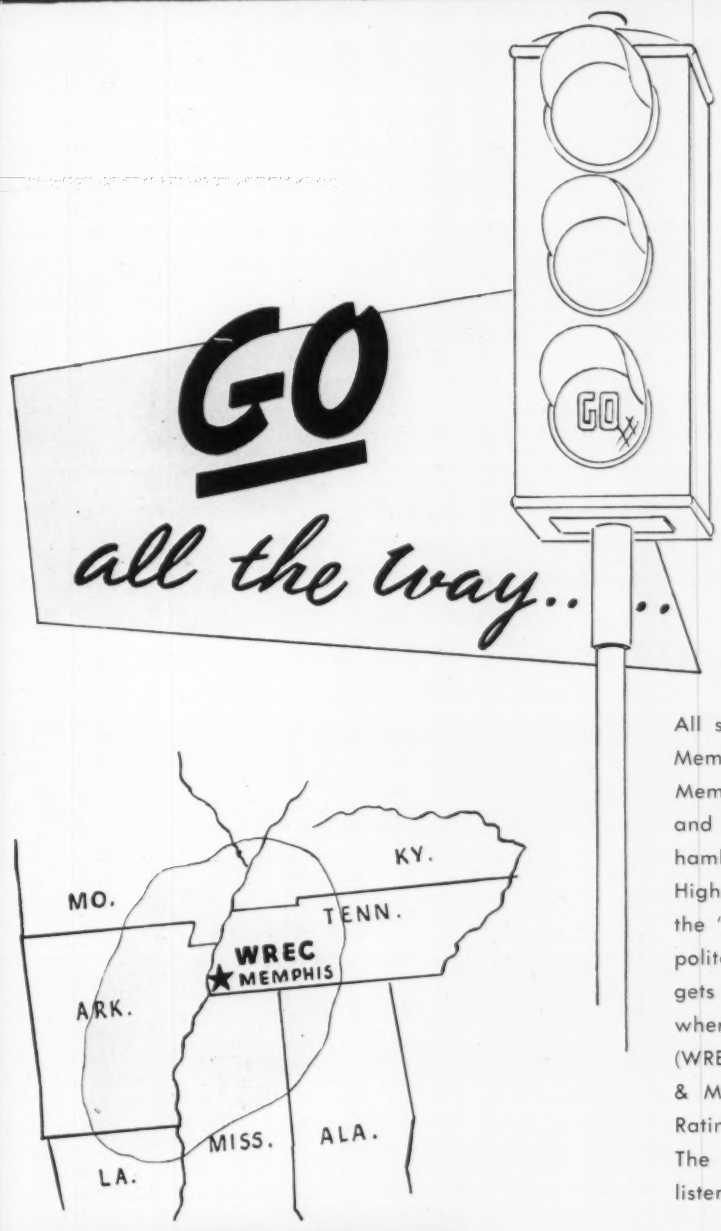
After a marathon seven-hour session, in which three Los Angeles local members, suspended for one year for failure to answer questions of a House Un-American Activities subcommittee [B•T, July 13, June 22], pleaded their case from the convention floor, the delegates overwhelmingly (151 to 16) voted to uphold the local's action. Mr. Heller said if the three, Libby Burke, Shimen Ruskin and Murry Wagner, were to answer the questions before the end of the year, their cases might be reconsidered.

Unanimously re-elected president of AFTRA was Alan Bunce, New York. Frank Nelson, Los Angeles, was elected first vice president. Don Hirsch, John Gannon, Vinton Hayworth, Janet Baumhover, Ernie Winstanley, and Bob Bruce also were elected vice presidents; Bruce Grant, recording secretary, and Conrad Nagel, treasurer.

BROADCASTING

TELECASTING

features



All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet in this rich 76-county market. High quality programming appeals to the "Better Half" audience in metropolitan **and** rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis Radio Station). The cost? 10% LESS, per thousand listeners, than in 1946.

WREC MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FIVE 50-KW TRANSMITTERS FOR ABC POWER BOOST

General Electric to Supply Amplifiers and Antennas for ABC's Power Boost to Maximum Allowed by FCC

The American Broadcasting Company will boost effective powers of its five television stations to the maximum allowed by the Federal Communications Commission, using equipment the General Electric Company will supply under a contract in excess of $1,000,000 announced recently.

WABC-TV, ABC's New York key station, and KECA-TV, ABC's Los Angeles station, will increase their Effective Radiated Power to the maximum allowed by the FCC. The ABC stations in Chicago, Detroit and San Francisco will be authorized 316 kilowatts. The entire ABC power increase program will culminate early in 1955.

First step in the long-range campaign to extend the service of ABC's stations (already accomplished at WABC-TV and KECA-TV) will be the installation of G-E 20-kilowatt amplifiers in all five stations replacing their present 5-kilowatt units. Second step will be installation of new G-E antennas in four of the ABC stations. The WABC-TV antenna will not be exchanged, but will be modified.

The final step in the ABC "superpower" program will be installation of G-E's first 50-kilowatt amplifiers in all five stations. These units will produce the most powerful VHF transmitter built. They will be more than capable of providing maximum powers to be authorized by the FCC.

G. Edward Hamilton, Eastern Division Television Engineer for ABC, inspects the aural cubicle of a new General Electric 20-KW Amplifier.

ONE OF ABC's NEW G-E AMPLIFIERS GETS FINAL FACTORY TEST

G-E engineers are shown here at work on one of five new 20-kw high channel amplifiers earmarked for early delivery to owned and operated ABC-TV outlets. Each G-E unit is thoroughly tested prior to shipment. Pictured are (l. to r.) Stan Barkauskas, Eugene Haas, Wilford Smith and Project Foreman, Donald Reed.

N. Y. District Manager rates a "Magna Cum Laude" on ABC sale

Key General Electric figure in the ABC super power program is Charles J. Simon, New York City's district sales manager on broadcast equipment since 1951.

C. J. SIMON

Simon graduated Magna Cum Laude B.E.E. from Syracuse University nearly eleven years ago and, since then, has pursued a business career with equal distinction. Sales credit for equipping Studios 2 and 3 at ABC's New York Television Center plus complete studio and master audio control systems in New York, Chicago and Los Angeles ABC outlets also belongs to Mr. Simon.

In 1948, as Supervisor of Commercial Equipment Field Engineering, Simon was responsible for the installation and service of every General Electric FM, AM or TV station installed!

His background of essential military government work, radar, and extensive electronic field engineering ranks Charles J. Simon near the top of "best qualified men" to handle the multiple problems of TV station installations.

Mr. Simon maintains headquarters at Room 3103, General Electric Company, 570 Lexington Avenue, New York City.

GENERAL ELECTRIC

features

- **Box-office television -- where it stands, where it's going: A special B•T situation report. Page 82.**

- **Why you can't project ratings and circulation figures in the Nielsen Coverage Survey. Page 86.**

Television public service:

HOW TV KEEPS OHIOANS POSTED ON STATE AFFAIRS

AFTER 29 consecutive weekly telecasts, *Report From the State Capitol*, public service feature of WSPD-TV Toledo, has proven that television can be a potent educational force for state government, as well as national politics.

The Saturday telecasts, 12:30-12:45 p.m., have taken Toledo area viewers behind the scenes of their state government in action through unrehearsed and often controversial discussions with state legislators, high state government officials and department heads.

Until now, the workings of the Ohio General Assembly and the duties of state officers have been something of a mystery to the average citizens. Through television, a greater interest in state government and understanding of the problems, has been achieved, according to comments from viewers.

Republicans and Democrats

Report From the State Capitol was launched last Jan. 3, three days before the 100th Ohio General Assembly convened in Columbus. The broad panel includes five state representatives and two state senators from Lucas County, (five Republicans, two Democrats) two of whom appear weekly to explain legislation and to predict what will happen to bills of importance.

In addition, guests have included the state attorney general, secretary of state, lieutenant governor, state auditor, speaker of the House of Representatives, members of the Ohio Turnpike Commission, a member of the Ohio Un-American Activities Commission, two of Ohio's women legislators, the chairman of the Ohio Sesquicentennial Commission, the state highway department division engineer and many others.

The program originates in Toledo, which means the guests must make personal trips to Toledo on a Saturday morning. None have hesitated, even though most are pressed for time.

The success of the telecast is due to the fact that ambiguous questions are avoided. Instead, a direct and often pointed approach is utilized constantly, with no punches pulled. As a result, the viewers get a much clearer understanding of the subject. When legislators of different political parties are on the same program, they are "needled" into arguments. No holds are barred, except that of good taste, and technicians often are forced to hold up signs, "Don't pound the table!" when the debate rages hot and heavy.

Old Formula, New Application

There is nothing new about the formula. *Meet the Press* has used it for years. But it is an approach to discussing local and state problems, for which there appears to be a great nation-wide need in television scheduling. For example, with a state budget in Ohio of nearly a billion dollars, a frank and outright discussion of just where the money is coming from, where it's going, and how it is being wasted, if it is, can do more in one 15-minute segment, than columns of itemized figures. *Report From the State Capitol* did that recently with two legislators agreeing that millions of dollars are being wasted in Ohio through "pork-barrelling" in which they admit participating because of lack of public opinion and information.

Before being invited on *Report From the State Capitol*, guests are being warned that the questions will seek out factual information and not provide a spring-board for personal propaganda. Of course it works, although to many participants it is a novel—and refreshing approach.

By Earl B. Abrams

WILL A BOX-OFFICE

"HELLO, I would like to see 'Moulin Rouge' this evening. Thank you."

The speaker then hangs up the telephone and settles back before his giant 27-inch TV screen (or maybe just his old 10-inch peephole). After being switched on, the screen is covered with a maze of squiggly lines. But, sure enough, in a moment, the lines clear and the world of Toulouse-Lautrec appears in the living room of Mr. and Mrs. America.

Thus, according to the promises of the promoters of subscription television, would TV set owners see productions and events that are too expensive for advertising sponsorship over "free TV"—first run movies, Broadway revues, high class drama, sports, opera, education.

According to every survey that has been made by subscription-TV enthusiasts, at least seven (or eight or nine) out of 10 people say they will gladly pay $1 (or more) to see in their homes on their TV receivers the Rose Bowl, the World Series, the Metropolitan Opera, a championship fight, Toscanini. . . .

Whether these surveys would pan out if subscription-TV were authorized, no one can say. Before a subscription service can be adopted, a lot of other questions need answering.

Chances are that some answers will be projected soon. The whole problem of box-office television is due for airing, either before the FCC or the Congress, perhaps before both.

Zenith Radio Corp., the Chicago radio-TV manufacturer whose name is almost synonymous with subscription-TV, last year asked the Federal Communications Commission to establish pay-TV on a commercial basis. Two weeks ago, Rep. Carl Hinshaw (R-Calif.) introduced a bill in Congress which would specify by law that subscription-TV (as well as theatre-TV) is a common carrier type of operation. This means that the FCC would be empowered to set rates, establish returns on invested capital, and in general deal with the pay-as-you-see principle in the same manner it treats the AT&T, Western Union and the overseas communication systems. In both instances, some sort of hearing will be held, and the answers to a lot of questions should be known.

The idea of paying for what comes over the air is not new. Most foreign broadcasting systems work on that principle—the listener or viewer pays a tax each year on his receiver. In the U. S., however, broadcasting grew as a free system; the only money the audience has to pay out is the cost of a radio receiver or a television set.

But, even here the idea of a home box-office has intrigued many. Before World War II, the idea of "pig squeal" radio had the backing of some on the fringes of broadcasting—notably William Benton and his Muzak Corp. Muzak supplies uninterrupted music *sans* commercials to public places (such as restaurants) over leased wires. The premise was that a substantial number of people would pay to receive this service in their homes. And, of course, that there were definite "high type" programs which many people would pay for—but which were not for regular broadcasting because they lacked the mass audience which attracts advertisers who pay the bills.

Technically, the idea was to introduce a harsh note into the broadcast so that only those equipped with a device to remove the "pig squeal" could enjoy the unmarred program. Subscribers would pay a monthly sum for this benefit. Non-subscribers would tune to the station and get only the cacophony.

But the war came along, and new radio ideas were frozen. Meanwhile, the ex-advertising mogul became a U. S. Senator, found other interests (Encyclopaedia Britannica) and pay-as-you-listen radio seemed to be stillborn.

After World War II, television rushed upon the American scene and became the bright new world of broadcasting. Its growth was phenomenal, particularly in receiver sales. Today, in what is actually only five full production years, there are more than 25 million video receivers in the hands of the American public.

Yet, even with the steady climb of TV sales the proposal for a home box-office—this time applied to TV—has been renewed. The claim is made that TV can never attain commercial success unless the sponsored programs can be supplemented by subscription fees from TV set owners. More recently subscription-TV has been presented as the saving medium for sports, motion picture attendance, educational TV, and many other types of entertainment and education which—it has been claimed—are suffering from TV competition.

One of the first such voices was that of Comdr. Eugene F. McDonald. The irrepressible Comdr. McDonald, president of Zenith Radio Corp., began to boom subscripiton-TV in 1947. It got to the point where Zenith formally offered licenses to other manufacturers to put devices into their sets so they would be ready for subscription television as soon as it was authorized. Zenith said manufacturers wouldn't have to pay any royalties until its Phonevision system was authorized. But none of the major manufacturers bought the deal. Zenith even went further. It set up a station licensing and booking company to license transmitting equipment, arrange for fees, and to supply programs for its as yet unauthorized Phonevision system—and sold stock, initially only to Zenith officials. Television Entertainment Co. (TECO), the company formed for this purpose, went on the over-the-counter market in April 1950 at $10 per share, and according to the latest

PREDICTION that FCC approval of the principle of pay-as-you-see television will be forthcoming shortly, probably within a year, was made Tuesday by Millard C. Faught, economic consultant, speaking at a luncheon given by Zenith Radio Corp. to preview to New York newsmen a new 15-minute film presenting the story of "Phonevision," Zenith brand of home box-office TV.

Asked the basis of his statement, which he emphasized was a purely personal opinion, Dr. Faught said in authorizing subscription television FCC would be "cooperating with the inevitable."

He repeated the now familiar arguments that box-office TV would augment, not supplant, commercial telecasting; that the collection of fees from the viewers for programs not otherwise available because they are too expensive (sports events) or have too limited an audience (opera, ballet) to appeal to advertisers, would help both the TV broadcaster by increasing his income, and home viewers by giving them more kinds of TV programs to choose from.

Dr. Faught said that newspapers collect five cents from subscribers for each ten cents received from advertisers and estimated that TV broadcasters would receive an even greater share of their total revenue from viewers come the time when subscription-TV is added to the present commercial service. Phonevision, which no longer depends on telephone lines but includes alternate methods of unscrambling mixed-up sight-and-sound broadcasts in the homes of subscribers, or some other variety of pay-as-you-view TV, will make it economically feasible for stations to operate in markets too small to provide for profitable operation from advertising revenue alone, he declared.

CE BE ADDED TO TV?

reports is selling for $16-$18.

Phonevision, as it was first publicized, worked along these lines: A regular television station would send out a scrambled signal which would show up on all TV sets in its area as a mess of wriggly, out-of-focus lines. Subscribers would have a wire running between their telephones and their TV receivers and, should they desire the program, they would call up a special Phonevision operator and "order" it. A "decoding" signal would then be transmitted through the telephone line to the TV receiver and, presto, the picture would be clear.

The use of the telephone was considered the best means of transmitting the decoding signal and also for billing purposes. It was also emphasized that the use of the telephone for this purpose would have no effect on its ordinary use for communications.

No sooner had Zenith begun grinding the promotional gears than two other competing forms of subscription-TV hove into view. One was Subscriber-Vision, a product of Skiatron Electronics & Television Corp. The other was Telemeter, a product of the International Telemeter Corp., half-owned by Paramount Pictures.

Both used the same scrambled picture principle but had different ideas on how the subscriber was to pay. Skiatron, an offshoot of the British-American combine (now dissolved under a consent decree) formed to promote a TV system using no cathode ray tubes, proposes that subscribers order fee programs by using an IBM-type coded card to be sent through the mails or bought at the corner drug store or supermarket. Telemeter, tied in with movie interests, plugs that it is the only system where cash is paid in advance; it proposes a coin-box device attached to TV receivers—similar to the old-fashioned gas meter attachments.

Early in 1951 under the aegis of Zenith Radio Corp., which laid out $600,000 for the equipment, a 90-day test of 300 Chicago families was made. The Chicago guinea pigs were given a choice of 90 first run movies (but none made later than September 1948) at a charge of $1 per order. Some interesting results were developed, and although the definitive study made by the National Opinion Research Council of the U. of Chicago still has not been released, Zenith has made some results public.

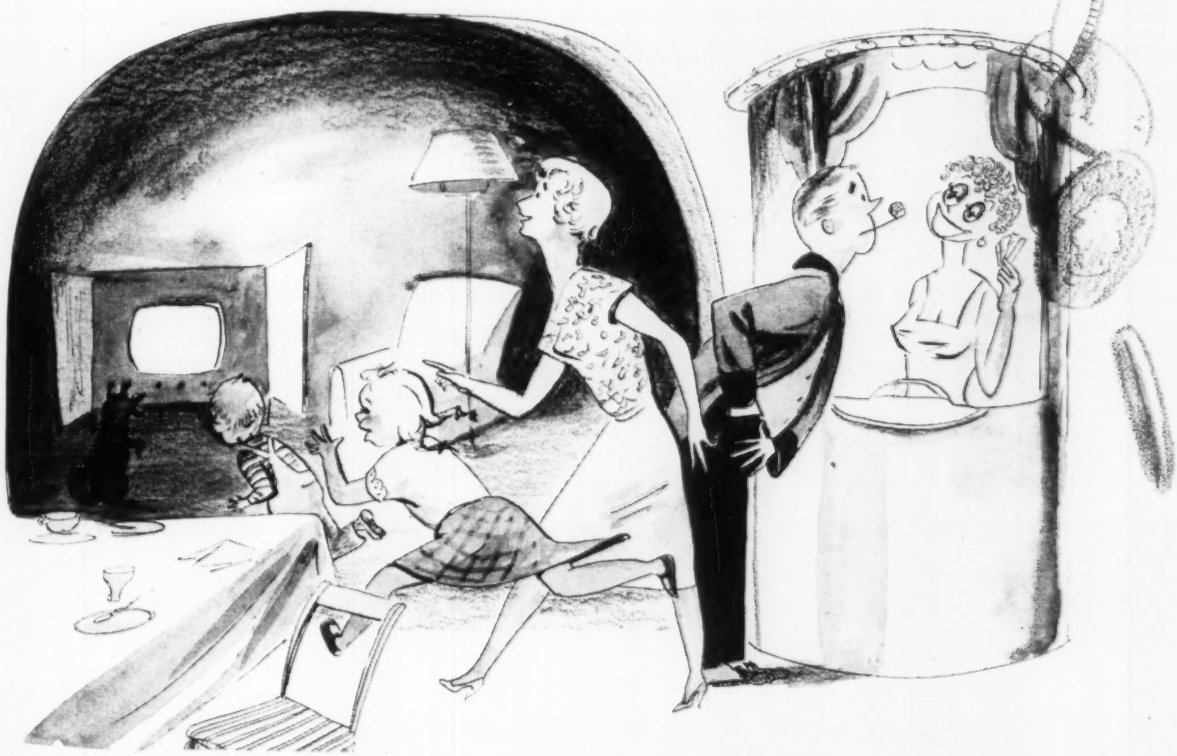
It appears that the "average" family in the test saw 1.73 movies a week. This compares, said Zenith, with the national average of 0.47 movies per week.

One of the Zenith families chose 74 out of the 90 movies in the three months that the test ran, Zenith revealed. Another family ordered only twice during the 90 days.

Many of the Chicago test families had never seen some of the 90 pictures which Zenith showed—even though they were all at least three years old. According to Zenith, 20% of the families, chosen so they would be properly proportioned economically, educationally, etc., had not seen all before. This would indicate, Zenith surmised, an untapped, re-run market which is not reached by downtown first runs, uptown first runs, second runs, neighborhoods and drive-ins.

What this home box office might add up to was calculated by Zenith—using its results on the Bing Crosby-Barry Fitzgerald "Welcome Stranger" picture. "Welcome Stranger" grossed $6.1 million in the several years of exhibition in theatres. Based on the percentage of the Phonevision test families who ordered it (180 out of the 300) "Welcome Stranger" could have grossed almost $3 million from the same proportion of the then 13 million TV set owners had it been shown nationally via pay-and-look video, Zenith said. This was based on the proposed economics that the producer of the program would get 50 cents, the station and Zenith splitting the other 50 cents.

In February 1952, Zenith petitioned the



WOODland! AM

WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

FCC to authorize Phonevision as a commercial broadcast service. Its document indicated that Zenith had given up the idea of using only telephone lines; it said that Phonevision could be used in conjunction with other means of decoding and billing.

Since then the petition has laid dormant at the FCC. When it might become live is conjectural. At the present, the Commission's entire efforts are being concentrated on TV application processing and the issue of color TV. However, for the first time in its 19-year history, the FCC has received a bonanza from Congress—$7.4 million for fiscal 1954, with $1 million earmarked for TV application processing. Some people consider the Zenith petition an application, and thus—with an increased staff—the Commission might very soon open up on the request for fee broadcasting.

The Commission's attitude toward subscription television has been indicated once. That was when Zenith originally asked for permission to hold the Chicago tests, and the FCC refused to give its permission without a hearing. In setting the demonstration application for hearing, the Commission asked Zenith to answer these questions: (1) Whether Phonevision should be classified as a common carrier or a broadcast service. (2) What Zenith's relationship to TECO is and what both their relationships would be to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

But beyond that there have been other questions raised. One of the foremost is whether subscription-TV will be a monopoly of one station in each city, or whether all TV stations may switch to a kind of closed circuit broadcast service at will.

Common Carrier

If Phonevision—or the other subscription-TV services—is classed as a common carrier service (and that seems to be the import of Rep. Hinshaw's bill) it would give the FCC regulatory powers over fees and rates. It also implies that pay-TV would have to use common carrier frequencies, although this point has not been clarified by Mr. Hinshaw.

This is hardly what subscription-TV proponents are seeking. Basic to their thinking is that the scrambled signals will be broadcast by an existing TV station (or stations) in the broadcast band receivable by all the 25 million receivers now in use—but in "jittered" form. By paying, through one of the various means offered, the viewer would then get his picture cleared up. Therefore the potential "box-office" for which Zenith and the others are spending so much promotional effort is the vast number of individual TV receiving sets. If, through legislation or otherwise, subscription-TV becomes a common carrier operation, each one of these sets would be an utter cipher in that scheme of things—unless converted. More obviously, a second set, tuned to the common carrier frequencies, would have to be purchased by viewers who want the promised "better" programs and are willing to pay for them.

It has been Zenith's consistent contention that pay-as-you-see television would be a supplementary service to commercial tele-

casting. Some proponents have suggested that a TV station would possibly broadcast to the general public in the morning and early afternoon, switch to subscription-TV for a matinee, return to general broadcasting for the remainder of the afternoon and early evening, and for the prime evening time, go back into fee-TV.

In fact this prospect has been touted more and more recently as the savior of uhf television. Since there is some thinking in advertising circles that TV may be economically possible in no more than the top 150 to 200 markets, subscription-TV protagonists have begun holding out pay-TV as the means by which stations in the smaller markets (and they are mostly uhf) might keep their books in black ink.

Generally speaking, broadcasters have been lukewarm to the idea. But they also have been Milquetoasts in their opposition. Perhaps the strongest dissent to pay-TV came from Brig. Gen. David Sarnoff, RCA-NBC chairman. Speaking at the 1953 NARTB convention in Los Angeles last April, Gen. Sarnoff flatly declared that pay-as-you-see television will never become a national service. He said it was the "negation" of the fundamental principle of American broadcasting—freedom to listen and freedom to see. He warned subscription-TV would invite more government regulation. He said it was conceivable that some local communities might have subscription-TV, but, he declared: "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

Early this year, a vigorous objection to subscription-TV was entered by H. W. Slavick, general manager of the Scripps-Howard WMCT (TV) Memphis, and a member of the NARTB's committee on subscription-TV.

$7 Billion a Year

Mr. Slavick said it would be "disastrous" to the public to have subscription-TV. Supporters of subscription-TV "have propagandized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would ... cost the public about $7 billion a year." He also declared that the fee-TV idea is contrary to the concept that broadcast channels are a natural resource belonging to the people and to be used in the best interests of the public.

NARTB's committee also includes Paul Raibourn, KTLA (TV) Los Angeles, which is owned by Paramount Pictures, and Clair McCollough, of the Steinman stations in Pennsylvania. Mr. Raibourn, whose Paramount Pictures also has a half interest in International Telemeter Corp., is chairman. The committee has submitted one preliminary report to the TV Board of NARTB, but that was only a description of the various types of subscription-TV.

ABC President Robert E. Kintner made a less-than-optimistic estimate of subscription-TV when he was testifying during the FCC hearings on the ABC-United Paramount Theatres merger. On the assumption, he said then, that TV will become better and better he saw no need for pay-as-you-see TV. He also hazarded the guess that when people were willing to spend money to see

WOODland! AM

1 RATE DAY and NITE

And now the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

**Literally, an exception — Class B is from 11:30 PM to 7:00 AM.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

entertainment, they would not remain at home.

Privately, broadcasters have not been backward in their objections to the pay principle. Most agree with Gen. Sarnoff's premise that American broadcasting is based on the "free" principle. Others, thinking in operational terms, shudder at the problem of switching from "free" to pay TV during the course of a broadcast day. "How are you going to keep your audience?" is one question that is asked. One broadcaster said: "I'd sure hate to try to sell adjacencies for that kind of an operation."

That the subject of pay-TV is good for plenty of discussion has been amply demonstrated. Millard C. (Tex) Faught, New York economic consultant, has for months barnstormed the luncheon circuit in behalf of subscription TV. One of Mr. Faught's principal clients is Zenith. (For Mr. Faught's latest speech, see box, page 82.)

Zenith has an attractive 12-page booklet describing Phonevision, and also offers a 15-minute 16mm film on the subject for community or service groups, luncheon clubs, lodges, schools or churches—gratis.

The other subscription television companies have not been idle in the promotion sweepstakes. Skiatron, after almost two years of testing its coded-card system in conjunction with WOR-TV New York, ran a series of public, closed circuit demonstrations in New York during one week in June. In an announcement following the close of the demonstrations, Skiatron President Arthur Levey said that 93.6% of the audience indicated they were willing to pay a "nominal" fee for "outstanding TV programs not now otherwise available."

Skiatron Will File

Skiatron has said that it, too, will petition the FCC to authorize subscription TV.

Telemeter, the brainchild of two young men with famous Hollywood surnames—David Loew and Carl Leserman—has not yet gotten around to its public test of the coin-box method of pay-as-you-look video. It has an experimental authorization from the FCC to run such a test in Palm Springs, Calif., where it has established a community television service to feed the TV-starved desert resort inhabitants with all of Los Angeles' seven signals whose transmitters are atop Mt. Wilson, 90 miles from the resort town.

But Telemeter has not let the promotional guns remain silent, either. In two-color brochures it has plugged the benefits of subscription TV for movies, sports and the other activities.

Paul Raibourn, who is Mr. TV as far as Paramount Pictures is concerned, said more than two years ago that in his opinion "there will be some form of subscription TV in five years."

There are still three years before Mr. Raibourn's prediction runs out. Whether he will be proved right or wrong, the probability is that the destiny of subscription television will have been definitely settled before then. It will be known sooner than that whether box-office TV promises to become the panacea that its supporters claim it to be—or whether it is largely a dream produced by what is acknowledged to be a masterful campaign of promotion.

HOW TO MULTIPLY AN ERROR

SHORTLY after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked the researchers to explain to their subcribers exactly how their audience figures should and should not be used [B•T April 20]. The following statement on the propriety of projections is taken from the NCS Subscriber Manual which went into the mails last week.

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

THE USER of local or spot broadcasting (radio or TV) usually faces a difficult problem in determining, for any given program or time period, the *total* number of homes reached in the *entire area* served by the station.

This basic problem exists primarily because, with a few exceptions*, local broadcast research is confined to an "inner area" (generally the *city* in which the station is located, or that city plus its suburbs), despite the fact that this "inner area" may contain only a *part* of the total homes reached by each program. The audience located in the "outer area"—often a substantial portion of the total—is ignored in the research procedure.

Failure to measure the "outer area" arises primarily from *economic* considerations. Personal or telephone calls would usually involve prohibitive cost if such areas were included. The *television* area alone typically contains 8,000 to 12,000 square miles, and the areas reached by the more powerful *radio* stations are very much larger—often totalling 50,000 to 100,000 square miles!

Hence the research user normally is obliged to work with a program rating which says, for example, that Program "X" was heard by 10 per cent of the homes *within the city limits* of Nashville. Since there are 51,400 homes in Nashville, the *measured* audience is 10% x 51,400 = 5,140 homes.

However, unless the sponsor's market is actually limited to the city of Nashville (which is seldom the case), it is vital to ascertain also the number of homes reached *beyond the city limits*, i.e., in the "outer area". Comparisons between stations, and between programs, are seldom meaningful unless the audience measurement includes either the *entire* "outer area" or that portion in which the sponsor distributes his goods—for one station may have little or no "outer area" audience while another may have a very large audience of this type.

And even when two programs *on the same station* are compared, the relative "inner area" audiences may not be significant because, due to differences in program appeal, time of day, competing programs or other factors, one program may reach a much larger "outer area" audience (relative to the "inner area" audience) than the other program.

In the absence of *facts* about the "outer area" audience, a great variety of *guesswork* has been used. One of the most common methods is to assume that the program reaches, in the "outer area", the same *percentage* of homes that it reaches in the "inner area". For example, if the "inner area" rating is 10 per cent, and there are 100,000 homes in the "inner area" and 150,000 homes in the "outer area", it is assumed that the program's total audience is:

Inner area:
100,000 homes x 10% = 10,000
Outer area:
150,000 homes x 10% = 15,000
Total:
250,000 homes x 10% = 25,000

In general, the use of this procedure is utterly indefensible, for it is obvious that as we move away from the station's home city and *toward other cities*, the stations in these other cities may acquire increasing shares of the listening; or if other cities are quite distant, and our station is the most powerful in its own city, its outer area rating (in per cent) may *increase* as we move far enough away from the home city to eliminate the less powerful competing stations.

Furthermore, the effect of *television* may undergo substantial changes as we move outward from the station's own city. Another variable is introduced by the fact that the "outer area" families usually have socio-economic characteristics and occupa-

* The exceptions are New York, Chicago, Pittsburgh, Cincinnati and Los Angeles—where Nielsen Audimeters measure listening, program by program, in the *entire area* served by each station.

NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS WKY!

THE 58 OKLAHOMA COUNTIES IN WKY's DAYTIME NCS COVERAGE AREA CONTAIN . . .

73% OF OKLAHOMA'S RETAIL SALES
71% OF OKLAHOMA'S FOOD STORE SALES
74% OF OKLAHOMA'S DRUG STORE SALES
74% OF OKLAHOMA'S AUTOMOTIVE SALES
88% OF OKLAHOMA'S GROSS FARM INCOME

Based on 1952 NCS Report and 1953 Sales Management Survey of Buying Power.

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS . . .

WKY

Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

tional habits quite different from those in the "inner area", and this often creates differences in program choices.

All competent research organizations understand these principles, and they ordinarily warn their customers that *ratings should not be projected beyond the measured area* (i.e., the "inner area", generally the city and, perhaps, its suburbs).

To date, with the exception of the cities mentioned in the footnote on page 86, no satisfactory solution has been developed to this fundamental and very serious problem of determining the *total* audience reached, by each local program, in the *entire* area served by the station. In view of the great importance of this problem, it would be logical to ask whether Nielsen Coverage Service might properly be used as a means of projecting "inner area" program ratings to the total area served by the station.

For example, if a program has an "inner area" rating of 10% of 100,000 homes (i.e., 10,000 homes) and if the station has a *total* NCS daily audience of 90,000 homes (in its entire area) and an NCS daily audience of 30,000 homes in its "inner area," would it be proper to assume that its total audience is

$$\frac{90{,}000}{30{,}000} \times 10{,}000 = 30{,}000 \text{ homes?}$$

A sound answer to this important question could be obtained only by a vast amount of meticulous and costly research based on the use of Audimeters. Pending completion of such research*, the only safe assumption—in our opinion—is that any procedure of the type set forth in the foregoing illustration would run afoul of serious problems somewhat analogous to those which have thwarted all other efforts to project city ratings to substantially larger areas. If a sound procedure should eventually be developed, we are rather confident that it will involve formulae far more complex than the one employed in the above illustration.

We cannot conscientiously recommend—at this time—that NCS be used, in any way, as a tool for the projection of local program ratings. Furthermore, it seems necessary to sound a warning against certain other erroneous uses of NCS data:

1. *Projection of local program ratings to areas having NCS station circulations above a specified level.* Whether this level be set at 30 per cent, 50 per cent or any other point, it is obvious that this procedure is merely a variation of the projection method (illustrated above) which we are not prepared to endorse.

2. *Application of a local program rating (in per cent) to the station's total NCS circulation.* Whether this circulation be monthly, weekly or daily, there is no justification or logic whatever in such a procedure.

3. *Application of a local "audience share" rating (in per cent) to either the NCS circulation of the station or the total radio homes in the area.* This procedure is wholly illogical and indefensible.

* The practicability of such a research program is by no means certain and, in any event, it seems likely to take a long time.

PROGRAMS & PROMOTION

'WONDERFUL CITY' PROMOTION

MUTUAL has released an attractive chartreuse and blue promotion piece for its program, *Wonderful City*, which opens out accordion-wise into eight panels. First two panels show Mutual's "Mr. Plus" conducting a sightseeing tour of New York. Other panels give information about the program: Its publicity; its "mayor," Harry Wismar; its staff of two singers and 18-man orchestra, and the "honor guests" who tell why they came to New York and who provide a climax for the program when they are given the "key to the city" in the form of the fulfillment of their purposes in coming to the city. The program is aired 10:35-11 a.m. Monday through Friday.

'TODAY'S' TOURNAMENT

NBC-TV's early-morning *Today* program today (Monday) is conducting "the First Annual *Today* Hole-in-One Tournament" at the Tam O'Shanter course in Chicago, with $25,000 offered to the golfer scoring a hole-in-one on the par three 16th hole, and $5,000 to be distributed among those coming closed to the pin. Plans called for the event to be telecast in six segments of the *Today* show.

'WHAM MARKET ANALYSIS'

AFTER several months of research, WHAM Rochester has published the "WHAM Market Analysis." The analysis covers western, southern and central New York state counties which comprise WHAM's primary area and gives a comprehensive report on the facts and potential of its market. The theme is "WHAM-LAND, A Billion Dollar Market Where People Have Money to Buy Anything You Sell."

'WISE' ADVERTISING

A NEW brochure entitled "We Would Like to Introduce Ourselves" has just been released by Wise Advertising Inc. The six-page booklet gives information about its personnel's background, experience and qualifications. The key of the book is . . . "if it produces results—it's WISE Advertising."

PERSONALITY POSTCARDS

FOR eleven weeks WNAX Yankton, S. D. saluted a different person or group each week, telling listeners they could receive a free picture postcard of the "Personality of the Week" on request. The result, according to the station, was 31,462 requests, averaging 400 a day for 7 days from all parts of the WNAX area.

SYMPHONY PROMOTION

A CONTEST was launched July 22 by Washington, D. C., radio stations when 21 outlets began a large scale campaign to promote the Symphony Mystery Voice contest. Contestants will be asked to complete a statement which begins: "I like music because . . ." and mail it to the National Symphony Orchestra's sustaining fund. The contest will be run for eight weeks, during which time a mystery lady will give clues over the radio. Prizes include a grand piano, a mink stole, a Coldspot freezer and many others. Top award is a Cadillac sedan.

CONTEST FOR GROCERS

"GROCER of the Week" contest is being held by KSL-AM-TV Salt Lake City, to further merchandise grocery items now being advertised on the stations. The contest is open only to grocers, and winners will be picked on how many of the various KSL advertised items are stocked and how effectively these items are displayed and otherwise promoted. A "Grocer of the Week" sale will be held by winning grocers, allowing local brokers and distributors and the KSL merchandising co-ordinator to spotlight advertised items in his store. The sales will be highlighted by personal appearances of KSL talent.

WJR GUEST SHOW

A NEW variety show is being staged by WJR Detroit in a bid for further evening audience leadership. The new show, called *Guest House*, is heard Monday through Friday, with Bud Guest heading the production as m.c. He will be supported by the WJR orchestra, conducted by Max Leib, tenor Fred Kendall and others. The program will feature guest appearances of famous personalities from the entertainment world and interviews with people from all walks of life.

KOWL SURVEY

KOWL Santa Monica has compiled a comprehensive survey of the Negro market in the greater Los Angeles area. Available to advertisers and their agencies, the survey credits eight reputable sources for the information contained. It includes a breakdown of the economy and character of the Los Angeles area Negro population and also gives a plug for KOWL's disc m.c. Joe Adams.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

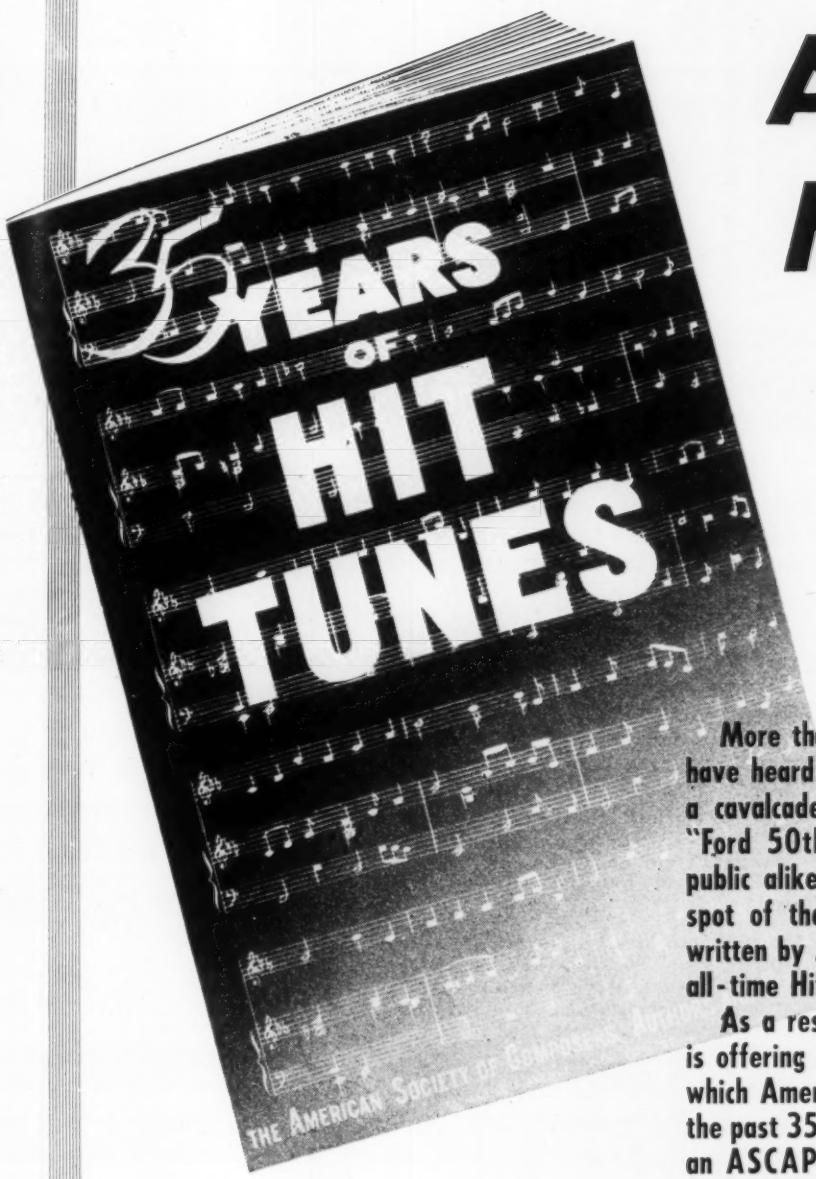
5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

EVEN LAFAYETTE
WATCHES
W·H·E·N

For information on world news and products, people in LaFayette watch WHEN and then shop the Syracuse Market.

LaFayette, N. Y., suburb of Syracuse, is just one of more than 255 communities on the rich 26-county market covered exclusively by WHEN. Ever increasing in importance, this market currently represents over 2¼ million people ready to buy your product. For testing or expanding sales volume, GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH ONE MEDIUM—WHEN

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

PEOPLE

Advertisers

Bradley P. Williams, sales promotion manager of Masonite Corp., Chicago, appointed general merchandise manager, with responsibility for company's advertising, sales promotion and publicity programs.

Donald W. McDonald, formerly supervisor of copy and research, Pan American World Airways, appointed assistant manager of public relations and advertising, Air France, N. Y.

Miss Segur

Teri Segur, assistant sales promotion manager of Masonite Corp., appointed assistant to president of H. M. Gross Co., Chicago.

Peter M. Soutter, account executive at Foote, Cone & Belding, to General Food's Associated Products Div. as product manager for Certo and Sure-Jell.

Harold T. Leiskau, assistant advertising manager of B. F. Goodrich Rubber Co. of Canada Ltd., appointed acting advertising manager.

Harold V. Glen, sales promotion manager of Marshall Field & Co., Chicago, named chairman of advertising and publishing section for Commerce Div. of 1953 Community Fund Campaign in Chicago.

James A. Reilly, 49, executive vice president and a director of Colgate-Pamolive-Peet Co., died July 24 following heart attack.

Agencies

Robert L. Foreman, vice president of BBDO, N. Y., appointed chairman of agency's TV-radio plans board, in addition to retaining responsibilities over BBDO's television department.

Champ C. Humphrey, vice president of Gardner Adv., N. Y. and St. Louis, elected to agency's board of directors. **Oscar D. Norling,** account executive on Nebraska Consolidated Mills account, elected vice president.

John T. Southwell, vice president in charge of radio and television for Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, N. Y., as vice president.

Frank Yahner, Young & Rubicam, N. Y., to Biow Co., effective immediately.

Mr. Yahner

Jacqueline M. Dodge, account executive, WDTV (TV) Pittsburgh, appointed account executive at Advertising Syndicate of America, Pittsburgh.

Egbert A. Cabble, market-research analyst of Riverside Metal Co., appointed senior account executive of Robert E. Clarke & Assocs. Inc., Miami.

Elmer M. Borsuk, formerly with NBC, to Robert Knox Adv., N. Y.

Hugh Leland, radio-TV supervisor and account executive at Armour & Co., Chicago, to merchandising department of Lennen & Newell, N. Y.

JOB CHANGES at WSAZ-AM-TV Huntington, W. Va., involve Bos Johnson (l), WSAZ news editor, who became program director for the radio station when colleague Bert Shimp left that job to be production manager for WSAZ-TV.

Ray Baur and **Reginald Spurr,** media department, Young & Rubicam Inc., N. Y., transfer to Los Angeles office, as outdoor space buyer and media buyer, respectively. **Marion Clapp,** secretary to **Jack Smock,** L. A. office vice president and general manager, adds duties as administrative assistant.

Floyd W. Clark, programming and sales, WSGW Saginaw, Mich., appointed agency production manager of Davis-Daniels Adv. Inc., Detroit. June Livingston, publicity and continuity writer at WNYC New York, to agency as copy chief.

Norman Retchin, story editor, Screen Televideo Productions, Beverly Hills, to Dan B. Miner Co., L. A., as member of creative staff.

Stations

Nelson S. Rounsley, manager of WEEX-FM Easton, Pa., appointed business manager of WEEX-AM-FM and WGLV (TV) Easton. **Charles R. Thon,** chief engineer at WEEX, to WGLV in same capacity. Mr. Thon also named manager of operations for WEEX-AM-FM and WGLV. **William H. Blackton,** retail advertising dept. of *Eastern Express*, named regional sales and promotion manager for WGLV and **Alice O'Hare,** assistant to chief program coordinator of DuMont Network, to WGLV as program coordinator.

Fletcher Turner, WOR New York sales staff, named commercial sales manager of WRAL-FM Raleigh. **Herb Pearson,** WRAL sales manager, named manager for R&S Packing Co., Charlotte (meat processing company).

Don Balsamo, formerly with Wright-Campbell Agency and WIND Chicago, joins sales department of WBKB (TV) Chicago as account executive.

Lynn C. Thomas named general manager of KWRO Coquille, Ore., succeeding **George W. Stratton,** who has entered hospital at Salem for indefinite stay.

Byron Nelson, salesman for KYA San Francisco, to sales staff, KCBS same city.

Le Roy Stahl, sales representative for KFBB-TV Great Falls, Mont., named director of

TV. W. C. Blanchette, assistant manager of KFBB, named director of radio.

Ward Crowley, KGHL Billings, Mont., to KVTV (TV) Sioux City, Iowa, as salesman.

Jack Pollie, promotion manager of CKWS Kingston, named manager of CKGB Timmins, succeeding **Harvey Freeman,** new station supervisor of Northern Broadcasting Co. Ltd., Toronto.

Wm. C. Hankinson, program co-ordinator of CBC International Service, Montreal, named manager of CFPR Prince Rupert. **C. H. Insulander,** former manager of CFPR, becomes chief engineer.

Wally Getze, engineering supervisor, KLAC-TV Hollywood, named night operations manager.

Norman A. Gittleson, manager of TV operations, WJAR-TV Providence, R. I., presented citation by Bryant College Business Administration & Accounting Society in recognition of outstanding services performed as advisor to the society.

Fred L. Bernstein, general manager, WTTM Trenton, presented with special American Heritage Foundation Award by Gov. Alfred E. Driscoll for outstanding performance in 1952 national Register and Vote campaign.

Robert H. Forward, program manager, KTTV (TV) Hollywood, to KECA (TV) same city as program director.

Gene Dillon, sports editor of WCMW Canton, Ohio, adds duties as program director, succeeding **Fred Coukart. Denny Dever** becomes full-time staff announcer.

Ted Hardy, station continuity editor, KBTV (TV) Denver, appointed publicity and promotion manager. **Beverly Smith,** women's editor, KGNC Amarillo, Tex., to KBTV replacing Mr. Hardy.

Hugh O. Kerwin, advertising and sales promotion manager for Crosley Distributing Div., St. Louis, appointed advertising and sales promotion manager of WTVL (TV) St. Louis, Mo.

J. R. Troxel, formerly producer and production director of WTVJ (TV) Miami, to WITV (TV) that city, as operations manager.

Frank Ross to WBAY-AM-TV Green Bay, Wis., as radio-TV farm director.

George Harshberger, formerly co-owner of L. A. advertising agency, to KFWB Hollywood, as publicity director.

Don Norling and **Frank Richter** assigned to newsreel staff of WBBM-TV Chicago.

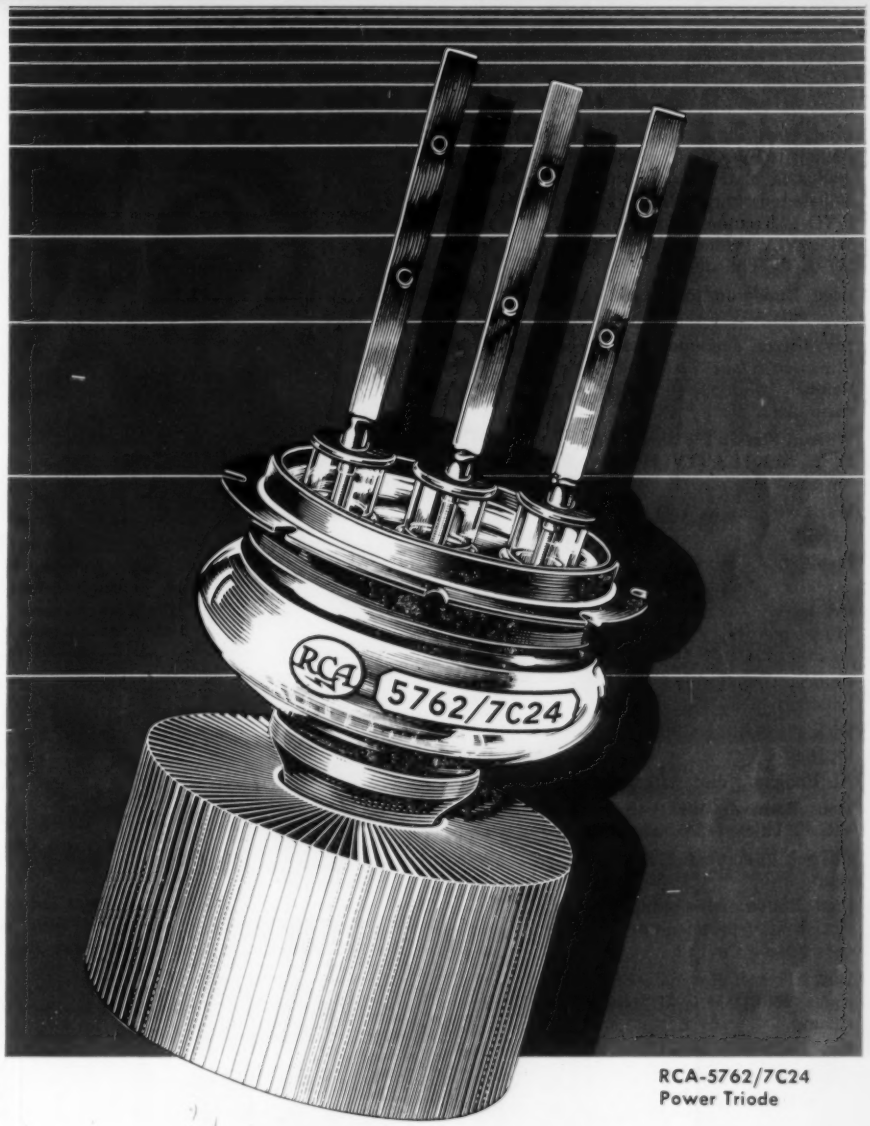
Harry Campbell, formerly farm director at WBBM Chicago, to WLS there as announcer and farm program staff member.

Bob Reynolds, formerly with KWLC Decorah, Iowa, to KYOR Blythe, Calif., as staff announncer.

Philip Landwehr, Monroe Greenthal Co., N. Y.,

His Own Sports Story

A HOLE IN ONE is every golfer's dream —especially if he has a professional interest in sports. Wayne Osborne of WOPA Oak Park, Ill., performed the feat July 12 on the seventh hole at Westward Ho on the outskirts of Chicago, driving the ball 140 yards. Mr. Osborne was doubly pleased—he's sports director at WOPA.



RCA-5762/7C24
Power Triode

Now

"Double-Branded"

HERE'S GOOD NEWS for users of the RCA-7C24 and 5762. Now you can order one tube type, the double-branded 5762/7C24, for replacement use no matter what kind of transmitter service you operate . . . AM, FM, or TV.

The RCA-5762/7C24 supersedes and is directly interchangeable with the RCA-5762 and the RCA-7C24. All structural improvements that have been made in the two older types, are incorporated in the new double-branded tube.

Whether you are presently using the RCA-5762 or the 7C24, just call your local RCA Tube Distributor and ask for the RCA-5762/-7C24. You can depend on him for fast, efficient service on your broadcast tube requirements.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

advertising agency, to merchandising department of WWRL Woodside, L. I.

Fred Garst, graduate of Columbia Institute, Phila., to WAYB Waynesboro, Va. Other graduates and stations with which they are affiliated are: **Mike Peck** and **Tony Orlando,** WTOA Trenton, N. J.; **Alfred D'Angelus,** WDEL-TV Wilmington, Del.; **Al Carpenter,** WFIL-TV Philadelphia.

Reed E. Upton to announcing staff, WNOX Knoxville.

Joy Frizze appointed writer on KCBS San Francisco's *Jane Todd Show* replacing **Nancy Reinike,** who resigned to enter Hollywood radio field.

William States, TV director, Benton & Bowles, N. Y., to KTLA (TV) Hollywood as staff director.

Warren Dana to WDTV (TV) Pittsburgh, as director.

Jean Williams to continuity staff, KTBC-TV Austin.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis-St. Paul, named dean of summer session of U. of Minnesota.

Francis Urry returns to staff of KDYL Salt Lake City.

Dick Wynne to KCBS San Francisco, announcing staff.

Al Endicott, disc jockey, to KGST Fresno.

Don Bernard, WIZE Springfield, Ohio, to WGAT Utica, N. Y., as disc jockey.

Bill Sea to apprentice staff at KCBS San Francisco.

Paul Bolton, news editor, KTBC-TV Austin, elected vice president of Travis County Citizens Safety Council.

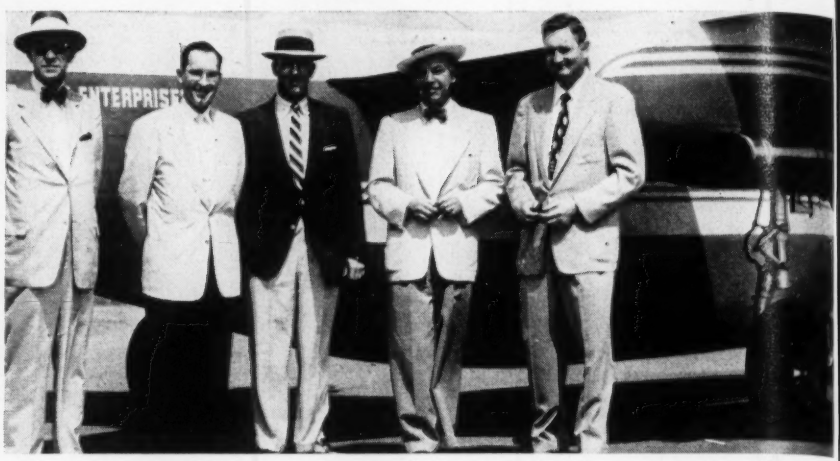
Dick Haynes, disc m.c., KLAC Hollywood, assigned role in M-G-M feature film, "Tennessee Champ."

Bob Fairbanks, promotion writer, KCBS San Francisco, elected president of Junior Dept. of city's Advertising Club.

Howard Wormser, director of publicity, KTLA (TV) Hollywood, named public relations chairman, that city, for Los Angeles area Community Chest funds appeal.

Pete Peterson, farm editor, WNAX Yankton, S. D., appointed State Chairman of the Agricultural Committee of South Dakota Junior Chamber of Commerce.

NEW disc jockey for KQV Pittsburgh is Joe Deane (l), who signs with the station while James F. Murray (r), manager, and John Gibbs, program director, look on. Mr. Deane will handle two weekday programs for KQV beginning Aug. 31. He comes to Pittsburgh from WHEC Rochester, N. Y.



EDWARD LAMB Enterprises has acquired this twin-motored Aero-Commander amphibian for use in business activities. Standing beside the plane at Erie, Pa., airport are (l to r) Ken Weiderholdt, Lamb public relations director; Ben McLaughlin, general manager, WICU-TV Erie; Charles Kinney, general manager, WIKK Erie; Mr. Lamb, and Howard Parsons, general manager, *Erie Dispatch-Herald*.

Lo Rene Washburn, traffic staff, KVOO Tulsa, has won title of "Miss Tulsa" and "Miss Oklahoma."

Jack Kerrigan, program director, WHO Des Moines, elected president of Advertising Club of Des Moines.

Mrs. Harry R. Christopher, state president of Maryland Federation of Women's Clubs, to WAAM Baltimore on program advisory council.

Finis Bell, announcer, KGER Long Beach, and **Caroline McLaughlin,** secretary to **Jon W. Barkhurst,** ABC Radio Western Div. director of promotion-publicity, were married July 18.

Art Holbrook, station manager of WIBW-TV Topeka, Kan., and Genevieve Hargiss were married July 18.

Myron M. Zabner, announcer and disc jockey, WJNC Jacksonville, N. C., and Barbara C. Jackson were married July 28.

Dick Bingham, WBBM-AM-TV Chicago staff announcer, father of boy, Richard Van.

George Sanders, announcer, KPOL Los Angeles, father of girl, Susan Tracy, July 20.

Reed Browning, m.c. on KECA Los Angeles *Hits and Encores*, father of girl, Elizabeth, July 22.

Arthur Masthay, staff engineer, WMMW Meriden, Conn., father of girl, Joyce Elaine, July 22.

Networks

MacLean Chandler, manager of CBS-TV Spot Sales, Chicago, transferred to San Francisco in similar capacity.

James S. Troy, production supervisor, appointed network program supervisor at NBC Central Div.

William Perry Keats of New York law firm of Reed & Priest and one-time salesman for KSRO Santa Rosa, Calif., and **Raphael G. Scobey** of New York law firm of Davis & Gilbert, to ABC's legal staff. **Felix Kent** resigns as staff attorney for ABC-TV to join Lawler & Rockwood, New York law firm.

Henry R. Flynn, appointed general sales manager for CBS Radio Spot Sales, effective immediately [B•T, July 27].

Mr. Flynn

Frank Blair, NBC radio-TV commentator in Washington, named on-the-air news editor of NBC-TV's *Today* series. He succeeds **Merrill Mueller,** who is moving to new radio assignment in network's News & Special Events Dept.

Albert McCleery, NBC producer and director, named NBC-TV executive producer.

Mort Weinbach elevated to post of director of labor relations for ABC after serving as acting director since last November.

Sammy Ogg, child actor, currently in 20th-Century Fox film "Prince Valiant," signed by CBS-TV to star in new series, *The Shrimp*, starting in fall.

Bill Davenport and **Don Nelson** signed as writers on ABC-TV *Adventures of Ozzie & Harriet*, resuming Sept. 18. **John I. Greene** and **Jay Somers** signed for radio version. Assigned writers on both AM and TV versions are **Ben Gershmann, Dick Bensfield** and **Perry Grant.**

Richard Conte, radio-film actor, signed to star as roving freelance newspaperman in NBC's *Jeff Pilgrim* starting in fall.

William D. Shaw, general manager, Columbia Pacific Radio Network and KNX Hollywood, presented with award for network's support of Ground Observer Corps program, by Western Air Defense Command.

Tom Swafford, CBS Radio Spot Sales executive, S. F. and **Mildred Swafford,** former traffic manager for KGW-KEX Portland, parents of girl, Stepanie, July 8.

Paul Frees, actor featured on CBS Radio's

Gunsmoke and *December Bride*, father of boy, Frederic William, July 21.

Manufacturing

Mr. Lamons

Robert P. Lamons appointed sales manager of Andrew Corp., Chicago. **Robert C. Bickel** succeeds Mr. Lamons as regional sales engineer, headquartering in Ridgewood, N. J. **J. F. Moynihan** named manager of Andrew California Corp., succeeding Mr. Bickel.

George A. Hinckley, chief engineer for WLAW Boston, to Raytheon Mfg. Co., Waltham, Mass., as sales engineer.

Karl W. Jensen, vice president of Jensen Industries Inc., Chicago, elected chairman of Assn. of Electronic Parts & Equipment Mfrs., succeeding **Francis Florsheim,** Columbia Wire & Supply Co. **Theodore Rossman,** general manager of Pentron Corp., named vice chairman, succeeding Mr. Jensen.

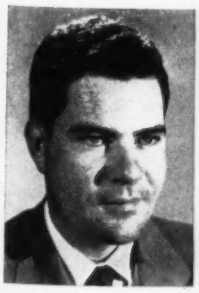
Carl Reinschild, senior account executive for Columbia Transcriptions Div. of Columbia Records Inc., named radio and television consultant to General Council of the Presbyterian Church in the U. S. A.

Personnel Relations

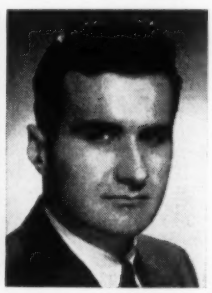
Erna Lazarus, Hollywood TV film writer, appointed to Screen Writers Guild board of directors.

Lou Smith appointed public relations director, Screen Directors Guild, Hollywood.

Robert Stark appointed to Screen Actors Guild board of directors replacing **Richard Carlson,** who has resigned. **Terry Moore** and **Hillary Brooke** named to serve on board as alternates for **Robert Keith** and **Glenn Ford,** respectively.



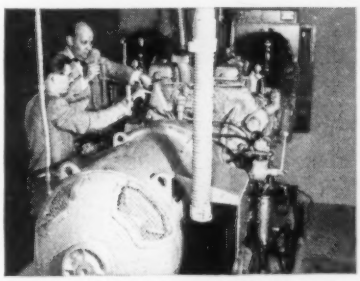
Mr. Meehan



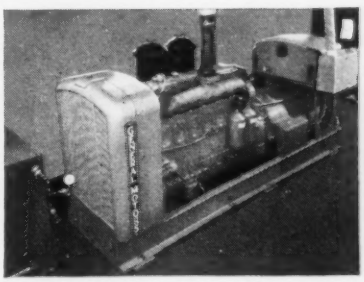
Mr. Tatarian

Edward J. Meehan Jr., who has rejoined the Broadcast Marketing Div. of RCA Victor as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment, and **Roger Tatarian,** newly-named general European news manager for United Press, were incorrectly pictured in B•T July 27, due to a transposition of the engravings.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM GENERAL MOTORS DIESEL POWER

Write for Generator Set Catalog 6 SA 20.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

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EDUCATION

TV EDUCATIONAL PROGRAMS ANALYZED

Office of Education surveys more than 250 series presented on commercial TV outlets during the 1952-53 school year.

OF THE more than 250 program series presented by educational institutions on commercial TV stations during the 1952-53 school year, nearly 43% constituted "public relations" ventures to "interpret" the school to the community.

This use of commercial TV facilities—offered free of charge by stations—is among the data contained in a survey of educational TV programs compiled by Gertrude G. Broderick, radio-TV education specialist for the Office of Education, U. S. Dept. of Health, Education and Welfare. Of 256 program series reported, 15 were "telecourses," some of which offer full college credit and others offering certification through extension divisions.

The report shows that in 32 states and the District of Columbia, programs are being offered in 76 cities over 90 stations and three networks. The series are being presented by two state departments of education, seven county school systems, 84 colleges and universities and 49 public and private school systems. Of the 256 program series, 64 are presented throughout the school year.

Public schools reported 37 direct teaching programs designed for in-school viewing while 30 such programs were reported by colleges and universities. A total 113 of the series are comprised of half-hour programs while 73 comprise quarter-hour shows, the report states.

The Office of Education study is based upon a survey of the 109 operating TV stations in the fall of 1952. The study concluded that "while no qualitative analysis of this cooperative effort is possible with the limited data available in this first survey, there is ample evidence, quantitatively, of a growing acceptance by educators of their responsibility to broaden the boundaries of knowledge for the greatest number through the use of this newest medium."

Educ. TV Meets Set In Illinois, Iowa

PLANS for two educational TV meetings—one a production workshop at the U. of Illinois in Urbana, the other a station management seminar at Iowa State College in Ames—were announced by the National Assn. of Educational Broadcasters last week.

The sessions, announced by Dr. Harry Skornia, NAEB executive director, will be held under grants offered by the Ford Foundation's Fund for Adult Education.

Production workshop is scheduled for Urbana Aug. 28-Sept. 18, with the university offering TV-motion picture facilities and staff. Attendance is limited to 30 persons from present or planned educational television outlets.

Richard B. Hull, manager of WOI-AM-TV Ames, will be in charge of the management seminar there, Aug. 30-Sept. 5. WOI-TV staff members will assist, with the same requirements governing attendance. Applications for both conferences are being accepted by Dr. Skornia at the U. of Illinois, with a deadline of Aug. 10.

INTERNATIONAL

European Farm Radio Directors Meet in London

FORTY-TWO representatives from 11 European countries met in London July 20-22 for the continent's first conference on farm radio.

EUROPE

The conference, held in BBC's "Broadcasting House," was arranged by the Food and Agriculture Organization of the United Nations. Delegates to the meeting were from Italy, France, Germany, Belgium, the Netherlands, Sweden, Denmark, Norway, Switzerland, Ireland and the United Kingdom.

Two U. S. representatives took part. They were Wallace Kadderly, former farm director of KGW Portland, Ore., and Layne Beaty, former farm editor of WBAP-AM-TV Fort Worth. Both are past presidents of the National Assn. of Radio Farm Directors in the U. S., and now are with Paris headquarters of the Mutual Security Agency.

Mr. Beaty has been named corresponding secretary for the group. No formal organization plans have been made, but a second meeting is planned for next year.

All-Canada Sets Up TV Representation Unit

A TV DIVISION has been established by All-Canada Radio Facilities Ltd. at Toronto and Montreal, with expansion later at Vancouver, Winnipeg and Calgary, where the firm has offices as representative of a large number of AM stations. The All-Canada TV Division will represent CHCH-TV Hamilton, CFPL-TV London, CKCK-TV Regina, CHSJ-TV St. John, CKSO-TV Sudbury, CJCB-TV Sydney and CKLW-TV Windsor-Detroit. Toronto offices are located at 129 Adelaide St. West, with Reo C. Thompson, formerly program manager of CFCF Montreal, as manager. Ross McCreath, from All-Canada's Toronto AM representative office, will be on the TV sales staff, and Dick Carson, from All-Canada's Calgary office, will direct TV film programming service. John Cameron, formerly with Trans-Canada Airlines, heads the Montreal office in the Windsor Hotel.

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ABC

FOR THE RECORD

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Los Angeles, **KETH (TV)** (*28), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53—Unknown.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52-August, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

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Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-8/15/53.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV** (TV) (47), 2/12/53-8/21/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO** (TV) (2), 5/14/53—Unknown.
Boise, **KTVI** (TV) (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO** (TV) (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-Aug. '53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53. Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP** (TV) (17), 11/20/52-8/10/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS** (TV) (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.

WHEN *this* HAPPENS

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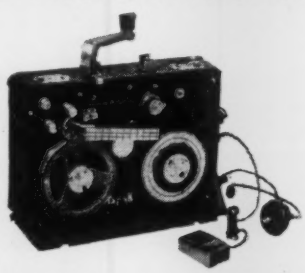

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KTLV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD** (TV) (16), 2/18/53-8/22/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT** (TV) (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/1/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-9/15/53—NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT** (TV) (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-8/15/53—ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill-Perna.

NEBRASKA

Kearney, **Bi-States Co.** (13), 7/22/53—Unknown.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/22/53—ABC, CBS, Weed TV.
Reno, **KZTV** (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53—CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53, ABC.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, Star **Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, Richard **H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-8/2/53—NBC, Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), Initial Decision 7/22/53.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-8/15/53—ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), 7/24/53-12/15/53—Cooke.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTUV (TV)** (73), 8/14/52-8/2/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), Initial Decision 7/15/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—August '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-8/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WLOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Tacoma, **KMO-TV** (13), 12/10/52-8/1/53—Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

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Three-Year TV License Proposal

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Section 3.630 of the Commission's Rules relating to license periods of television broadcast stations. } DOCKET NO. 10597

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. Section 3.630 of the Commission's Rules presently provides that licenses for television broadcast stations will be issued for a normal license period of one year to expire in accordance with a schedule set forth therein.

3. The one-year license period for television broadcast stations was appropriate during the early formative period of the television broadcast service. At the present time, however, almost 500 television stations have been authorized, with more than 200 in operation. We are of the view that the development of a nation-wide television system will be facilitated by the extension of television licenses for a three-year period, the license period presently provided for both standard and FM broadcast stations. Such an increase, moreover, will reduce substantially the workload for both television licensees and the Commission. It will, in addition, ease the burden on those television licensees who are also licensees of standard and FM broadcast stations since the licenses of all such stations in the same geographical area will expire at the same date. We believe, therefore, that an increase in the license period for television broadcast stations will serve the public interest and will be conducive to the orderly dispatch of the Commission's business.

4. In view of the foregoing, it is proposed to amend Section 3.630 of the Rules to provide for a license period of three years to expire in accordance with the schedule contained in the proposed rule set out in the attached Appendix.

5. It should be noted that since Section 4.18 of the Rules provides that "Licenses for stations in the Auxiliary Broadcast Service will be issued for a period running concurrently with the licenses of the broadcast station with which such auxiliary stations are used," the adoption of the proposed rule will also have the effect of extending to a three-year period the license period for television STL stations, television inter-city relay stations, and television pick-up stations.

6. Authority for adoption of the proposed amendment is contained in Sections 4(i), 303 (r), 307(b), (d) and (e), and 308 (a) and (b) of the Communications Act of 1934, as amended.

7. Any interested party who is of the view that the proposed amendment should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission, on or before September 1, 1953, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments or briefs may be filed within 10 days from the last date for filing such original comments or briefs. The Commission will consider all such comments submitted prior to taking action on this matter; and if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or argument will be given.

8. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

FCC
T. J. Slowie
Secretary

Attachment:
Adopted: July 23, 1953
Released: July 24, 1953

[1] Renewals of licenses will be granted for the period specified in the rule: Provided, however, that if as a result of the transition form the present schedule to the proposed schedule the period for which a license is renewed is 6 months or less, the licensee may within the period of 60 days to 30 days before the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed; (2) a statement that no substantial changes have been made in its operation or in its plans for future operations since its last renewal application; or if changes have been made or proposed, a statement specifying such changes; and (3) a statement that the applicant waives any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise. Upon review of such statements, the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information, it may require the filing of renewal application (FCC Form 303).

APPENDIX

It is proposed to amend Section 3.630 to read as follows:

§ 3.630 *Normal license period.*—(a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m. Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter.[1]

(1) For stations located in Delaware and Pennsylvania, August 1, 1954.
(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
(3) For stations located in North Carolina, South Carolina, December 1, 1954.
(4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
(5) For stations located in Alabama and Georgia, April 1, 1955.
(6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.
(7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1955.
(8) For stations located in Ohio and Michigan, October 1, 1955.
(9) For stations located in Illinois and Wisconsin, December 1, 1955.
(10) For stations located in Iowa and Missouri, February 1, 1956.
(11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
(12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
(13) For stations located in Texas, August 1, 1956.
(14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
(15) For stations located in California, December 1, 1953.
(16) For stations located in Washington, Oregon, Alaska and Hawaii, February 1, 1954.
(17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, April 1, 1954.
(18) For stations located in New Jersey and New York, June 1, 1954.

DISSENTING OPINION OF COMMISSIONER HENNOCK

I am compelled to register my dissent to the institution of this proceeding, which looks toward the extension of the license period for television broadcasting stations from one year to three.

The Commission should as soon as possible engage in a factual study of television programming. If necessary thereafter, we should hold a conference with the industry, to be followed by open public hearings.

It seems to me vital that a matter of such importance should not be finally acted upon by the Commission except upon the basis of a complete factual record compiled at a public hearing. It is the public, not the broadcasters or the Commission, that is mainly affected by this proposal. The public should have the opportunity to understand the consequences that will flow from the institution of the proposed rule, and should be given the fullest opportunity to express its views with respect to the change. The industry will well understand the significance of this change. It is because I feel that it is important for the public to understand it as well that I am here setting forth my views in some detail.

The Notice of Proposed Rule Making states that the one-year license period for television broadcast stations "was appropriate during the early formative period of the television broadcast service." The majority of the Commission states that at the present time, however, we have authorized 500 television stations and more than 200 are in operation. This, I presume, is meant to imply that we are no longer in "the early formative period of the television broadcast service." However, in the very next sentence the Commission's Notice states "We are of the view that the *development* of a *nationwide* television system will be accelerated by the extension of television licenses for a three-year period" (emphasis mine).

I can only take this to mean that the Commission recognizes that the nationwide television system for which we made provision in our allocation table is still in process of development, and that the licensing of some 400 stations since the freeze and the entrance into operation of some 100 of these stations within the last year do not mean that television broadcasting, as it exists today, is anything like what we expect it will be in the near future. But, if that is the case, I cannot understand the Commission's rea-

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soning in suggesting that a one-year license period which is appropriate for the early formative period of television broadcasting has somehow become inappropriate during this period when growing pains are most likely to be felt.

I think it clear, in spite of the explanation that the proposed change in the rule is due to a change in circumstances, that it is the Commission's views, rather than the circumstances, which are undergoing change. And I think the reason for this change is fairly and honestly set forth in the remainder of paragraph 3 of the Commission's Notice. The extension of the license period, the Commission states, "will reduce substantially the workload for both television licensees and the Commission." I agree. The extension, the Commission states, "will, in addition, ease the burden on those television licensees who are also licensees of standard and FM broadcast stations since the licenses of all such stations in the same geographical area will expire at the same date." I agree with this also, although I was not aware that this "burden" weighed so heavily on the licensees in the light of the benefits conferred on them by renewal of their licenses. But I am in fundamental disagreement with the conclusion the Commission draws from these facts, that an increase in the license period for television broadcast stations will, therefore, "serve the public interest and will be conducive to the orderly dispatch of the Commission's business."

My disagreement stems from the majority's identification of the "public interest" with the convenience of broadcast licensees, rather than with higher public interest considerations. I would, of course, agree that there is no magic in a one-year license period, as such. And I would agree that the Commission has not in the last few years made adequate use of the one-year license period presently in force, to examine into the programming of television broadcast stations to determine whether they are or are not serving the public interest. But I should think that the solution for this deficiency is for the Commission to intensify and revitalize its renewal procedures, rather than to take the proposed action to relieve existing television stations of any necessity for accounting annually for their stewardship over these precious channels of mass communications.

Up until 1941, the licenses of standard broadcast stations were limited in duration to one year. This was fourteen years after the beginning of systematic radio regulation. There were almost 900 standard broadcast stations then on the air. And the Commission at that time concluded that "The broadcast industry has reached a point of maturity where it appears advisable to increase the license period of standard broadcast stations to two years."[1] In 1943, the license term was further extended to three years. But, even with this experience as regards the supervision of standard broadcast stations, the Commission's "Blue Book" three years later disclosed that much of standard broadcast programming was substantially inferior to what the public interest required.[2]

With regard to television broadcasting, it is now apparently being suggested that the industry has reached a stage of maturity that justifies regarding its present situation as being relatively stable. Such evidence as exists, it seems to me, indicates strongly that this judgment is premature. While about 1,800 channels have been assigned for commercial television, only 203 stations were actually engaged in broadcasting as of July 11, 1953. Of this number, none of the 95 post-freeze stations had been on the air for as much as one full year, on that date. In addition to these 203 stations, about 300 had received construction permits as of July 11, but had not yet commenced operation. And 1300 of the 1800 available commercial channels, or over two-thirds, have not been occupied in any way.

Moreover, circumstances have so operated that the Commission's energy in television matters has been channeled, to a very large degree, into the effort to grant construction permits and to get television on the air. The past year has seen changes in our procedures designed to facilitate the inauguration of television broadcasting throughout the country without delay. While I have not always agreed with the desirability of these changes, I think we have all been agreed as to their object. But their net effect has been that our scrutiny of the applicants themselves has often been hurried, and that our inspection of television programming has been negligible.

Such investigations as we have made in recent years have only confirmed that the programming of television broadcast stations leaves much to be desired in meeting public interest standards. The present proposal is not based on any current investigation of which I am aware. The inquiries of 1951 and 1952 lend it no support.

In January 1951 the Commission, in considering renewal of the licenses of some 44 television broadcast stations, was sufficiently disturbed by their program performances to announce publicly that:

". . . a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public."[3]

Approximately a year later, in 1952, the Commission once again reviewed the programming record of the existing television broadcast stations. I think it fair to say that this review did not show any substantial improvement. Accordingly, the Commission found it necessary to place a number of licensees on temporary licenses and only renewed their licenses upon receipt of assurances that the stations in fact had, or in the future would, improve their public service programming.

Has television programming improved since then, or since the making of the revealing studies by the National Association of Educational Broadcasters which were introduced as an exhibit in our recent allocation proceding? Frankly, I don't know. I do not have the benefit of any study as to how good television programming is on a nationwide basis, or how the individual stations throughout the United States are meeting their public service responsibility. If the Commission's present proposal had been based upon a proven record of marked improvement in television programming during the last year, then it would at least appear that the Commission considered it to be a recognition of achievement.

As long ago as 1947, when the head of a radio trade association attempted to argue to the Congress that the Commission, in determining whether a station was serving the public interest, should not or could not consider the station's programming, the late Senator White of Maine, principal author of the Radio Act of 1927, stated:

". . . it is pretty difficult for me to see how a regulatory body can say that a licensee is or is not rendering a public service if it may not take a look and take into account the character of the program being broadcast by that licensee.

"Why, it seems to me that the quality of the program and the character of the program is the outstanding factor in determining whether the station is performing a public service or is not." [Hearings on S. 1333 before a subcommittee of the Senate Committee on Interstate and Foreign Commerce, 80th Cong. 1st Sess., p. 123].

And this point of view expressed by Senator White was no heretical one. On the contrary, it was the point of view which had been expressed *and acted upon*, by both the Federal Communications Commission and its predecessor, the Federal Radio Commission, since the very beginning of effective radio regulaton in 1927. And it is a point of view which has been consistently and repeatedly affirmed by the courts of the United States.

The Communications Act contemplates that it is the responsibility of the broadcaster, and not of this Commission, to choose what programs shall be put on the air. It is well settled, however, that in exercising its licensing function the Commission must consider whether the applicant's proposed services (and past services to the extent they forecast the future) will be in the public interest.[4] The *Networks* case[5] makes this clear:

"The Act itself establishes that the Commission's powers are not limited to the engineering and technical aspects of regulation of radio communication. Yet we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. . . ."

I do not think it necessary to belabor this

[1] Supplementary Report on Chain Broadcasting, October 11, 1941, page 6.

[2] Public Service Responsibility of Broadcast Licensees (Blue Book), 1946.

[3] FCC 51-83, January 29, 1951.

[4] See Section 307 of the Act, as amended, 47 U.S.C. 307.

[5] *National Broadcasting Co.* v. *United States*, 319 U. S. 190.

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point, but have set out a few of the other significant authorities below.[6]

A brief inquiry into the immediate effects of a one-year license period, as opposed to a three-year period, will show graphically the importance of retaining the shorter period for television broadcasting stations. The point of having a one-year period is to provide annually an occasion for the Commission to reassess a broadcaster's programming and compliance with technical standards. Because of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment that we should have made.

We have here a situation where the Commission has devoted relatively little attention to the programs offered by television broadcasters. Such time as the Commission has spent in evaluating program performance has indicated that that performance fell substantially short of being satisfactory. Now that the issue is presented, it seems to me that the Commission has a choice of two alternatives.

The alternative adopted by the majority—in the face of our determinations in 1951 and 1952 that television programming failed to meet reasonable standards of public service, in the face of the public announcement that our dissatisfaction with that programming was such that we felt that a public conference on the matter would have to be held, in the face of our failure so far to hold that conference or to take any further action whatsoever to review the present state of television programming—signals a lack of practical concern by the Commission with programming. It implies that the Commission no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every three years. This action, which is contradicted in every respect by such record as we do have before us, will be interpreted as an announcement that this Commission will in the future be even less actively interested in television programming than it has been in the past. If this is in fact our intention, I think we should proclaim it frankly so that the public as well as the industry will know what our decision means.

The other alternative, which I should choose, is to engage, as soon as is practicable, in a study and evaluation of television programming adequate to support intelligent and maturely considered action by this agency. If, after such study, we conclude that adequate programming standards are not being maintained, we can then call our conference and consider with the industry the factors involved in meeting such standards. In any event, before we take final action, the public should be kept informed and there should be open hearings to determine the course of action the Commission should follow.

[6] *Simmons* v. *F.C.C.*, 169 F. 2d 670, *cert. den.* 335 U. S. 846; *Trinity Methodist Church, South* v. *F.R.C.*, 62 F. 2d 850, *cert. den.* 284 U. S. 685; *Johnston Broadcasting Co.* v. *F.C.C.*, 175 F. 2d 351; *Easton Publishing Co.* v. *F.C.C.*, 175 F. 2d 344; *Kentucky Broadcasting Corp.* v. *F.C.C.*, 174 F. 2d 38; *Bay State Beacon* v. *F.C.C.*, 171 F. 2d 826; *KFKB Broadcasting Association* v. *F.R.C.*, 47 F. 2d 670; *In the Matter of Editorialization by Broadcast Licensees*, 1 (Part 2) R.R. 91:201; *Report on Chain Broadcasting*, FCC Order No. 37, Docket No. 5060, May 1941.

ACTIONS OF FCC

July 23 through July 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,467	2,450	146	251	84
FM	574	547	55	8	1

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	147	252	399[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	809	337	638	510	1,148[2]
Educational	48		25	23	48
Total	857	337	663	533	1,196[3]

[1] Nine CPs (2 vhf, 7 uhf) have been returned.
[3] One applicant did not specify channel.
[2] Includes 413 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T, July 20].

New TV Stations . . .

ACTIONS BY FCC

Berkeley, Calif.—Bay Area Educational Television Association. Granted vhf Ch. 9* (186-192 mc); ERP 30.9 kw visual, 15.5 kw aural; antenna height above average terrain 510 ft., above ground 354 ft. Estimated construction cost $100,000, first year operating cost $110,000, revenue $110,000. Post Office address: Alameda County Court House, 1225 Fallon St., Oakland 7, Calif. Studio locations: Berkeley Community Theatre, Grove and Allston Way, Berkeley, and U. of California, Berkeley. Transmitter location: Mark Hopkins Hotel, Mason and California Streets, San Francisco. Geographic coordinates 37° 47′ 24″ N. Lat., 122°. 24′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Chesley M. Walter, Oakland, Calif. Consulting engineer R. A. Isberg, Palo Alto, Calif. Applicant is non-profit corporation which has no stock issued and is composed of educators in the San Francisco Bay Area. Granted July 22.

Champaign-Urbana, Ill. — Champaign-Urbana TV Inc. Granted uhf Ch. 21 (512-518 mc); ERP 16.2 kw visual, 8.71 kw aural; antenna height above average terrain 740 ft., above ground 750 ft. Estimated construction cost $205,342, first year operating cost $150,000 revenue $150,000. Post office address 1775 Broadway, New York. Studio location to be determined. Transmitter location ¼ mi. E of Lake of Woods Road approx. 7 mi. NW of Champaign. Geographic coordinates 40° 11′ 45″ N. Lat., 88° 22′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Wm. Albright, Urbana. Principals include President and Treasurer **Norman E. Blankman** (39%), realtor, New York; Secretary **Duncan M. Findlay** (17%), realtor, New York; Vice President **Alan Blankman** (17%), realtor, Baltimore; Vice President **Dallas W. Smythe** (4%), professor of economics, U. of Illinois, consultant, Lutheran Church, Missouri Synod, which is grantee uhf Ch. 30, Clayton, Mo., and **Herbert C. Rosenthal** (10%), Graphics Institute, New York. Granted July 22.

Jackson Miss. — Standard Life Bestg. Co. (WSLI). Granted vhf Ch. 12 (240-210 mc); ERP 214 kw visual, 112 kw aural; antenna height above average terrain 700 ft., above ground 666 ft. Estimated construction cost $430,523, first year operating cost $215,640, revenue $226,850. Post Office address P. O. Box 1847, Jackson, Miss. Studio and transmitter location west of Robinson Road (extension), about 0.3 mi. north of Route 18, and 4.5 mi. WSW of center of Jackson (antenna of WJTV [TV] will be located at same site). Geographic coordinates 32° 17′ 02″ N. Lat., 90° 15′ 52.5″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Washington. Principals include President **W. R. Newman** (.4%), Chairman of the Board **Charles H. Russell** (.4%), Treasurer-Manager **L. M. Sepaugh** (23.2%), Secretary **Stone M. Smith, T. B. Lanford** (22.8%); Standard Life Ins. Co. has 52.8% interest. Granted July 22.

Kearney, Neb. — Bi-States Co. Granted vhf Ch. 13 (210-216 mc); ERP 56.2 kw visual, 30.2 kw aural; antenna height above average terrain 550 ft., above ground 581 ft. Estimated construction cost $267,925, first year operating cost $110,000, revenue $160,000. Post office address c/o Harold J. Hamilton, 414-416 East Avenue, Holdrege, Neb. Studio and transmitter location E of Axtell on State Hwy. 44 about 0.7 mi. N of CB&Q RR. Geographic coordinates 40° 29′ 43″ N. Lat., 99° 05′ 01″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include

High Profits

Southern network facility in leading market. High diversified payrolls . . . rich agricultural area . . . year-round good climate. This year's gross will exceed $100,000.00 with one-third net profit. Asking price $125,000.00 and good financing is available.

Appraisals • Negotiations • Financing

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general partners **F. Wayne Brewster** (40%), 50% owner The Brewster Hospital; **C. E. Freas Jr.** (12½%), clothing store owner, farming, real estate; **William S. Bivens** (2½%), physician; **Wilbert G. Huff** (10%), 77% owner The Holdrege Bottling Co. Holdrege, Neb.; **The Brewster Hospital Inc.** (20%); **Harold J. Hamilton** (5%), administrator at Brewster Hospital; **Willard F. Anderson** (10%), plumbing, heating. Granted July 22.

Oklahoma City, Okla.—Oklahoma Television Corp. Granted vhf Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1530 ft., above ground 1585 ft. Estimated construction cost $2.2 million. Post Office address 2701 First National Bldg., Oklahoma City. Studio and Transmitter location Lincoln Blvd., Oklahoma City. Geographic coordinates 35° 35′ 00″ N. Lat., 97° 29′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koploviz, Washington. Consulting engineer George C. Davis, Washington. Grant was made possible after merger with competitive applicant KOMA (B•T, July 27). Ownership, as amended under the merger plan, includes: Board Chairman **John T. Griffin**, head of the Griffin family grocery interests in Oklahoma and Arkansas and 57% owner of KOMA Inc.; President **Roy J. Turner** (now 20% owner but will be 10% owner when KOMA Inc. assumes 50% ownership), ex-governor of Oklahoma and partner in Harper-Turner, oil firm; Executive Vice President **Edgar T. Bell** (holds 263 shares Class B non-voting stock); Vice President **Luther T. Dulaney** (now 30%, later 15%), managing partner in Luther T. Dulaney Co., Oklahoma distributor for RCA appliances and furniture manufacturer; Vice President **F. E. Harper** (now 20%, later 10%), oil business associate of Mr. Turner; Secretary **Henry S. Griffing** (now 30%, later 15% as trustee for Video Independent Theatres, beneficial owner), president and principal stockholder in Video Independent Theatres, operator of 192 theatres in 50 Oklahoma and Texas cities; Vice President **James C. Leake**, 2% owner of KOMA Inc., and Director **Marjorie Griffin Leake**, 40% owner of KOMA Inc. Granted July 22.

APPLICATIONS

Buffalo, N. Y.—Niagara Frontier Amusement Corp., vhf Ch. 2 (54-60 mc); ERP 50 kw visual, 50 kw aural; antenna height above average terrain 917 ft., above ground 959 ft. Estimated construction cost $599,882.88, first year operating cost $1,150,000, revenue $1,325,000. Post office address 70 Niagara St., Buffalo. Studio location 312 Pearl St. Transmitter location Staley Road. Geographic coordinates 43° 00′ 36″ N. Lat., 79° 00′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **George F. Goodyear** (15%), director of Marine Trust Co. of Western N. Y.; Vice President **Myron Kirk** (16%), vice president and 6% stockholder of Kudner Inc., advertising agency; Treasurer **Paul A. Schoellkopf, Jr.** (15%), director Marine Trust Co. of Western N. Y., real estate and investment broker; Secretary **Jacob Frederick Schoellkopf IV** (15%), investment banker, and ex-U. S. Sen. **Herbert R. O'Connor** (2%), stockholder in WCAO-AM-FM Baltimore, Md. Filed July 28.

New York, N. Y.—WHOV-TV Inc., uhf Ch. 31 (572-578 mc); ERP 226.05 kw visual, 113.03 kw aural; antenna height above average terrain 1269 ft., above ground 1283.775 ft. Estimated construction cost $286,774, first year operating cost $350,000, revenue $350,000. Post office address c/o Fortune Pope, 136 W. 52nd St., N.Y.C. Studio location, to be determined. Transmitter location 5th Ave. and 34th St., N.Y.C. Geographic coordinates 40° 44′ 55″ N. Lat., 73° 59′ 09″ W. Long. Transmitter and antenna RCA. Legal Counsel Cohn & Marks, Washington. Consulting engineer Glenn D. Gillett, Washington. Principals include President **Fortune Pope,** publisher Il Progresso Italo-American Publishing Co., insurance broker, construction supplier and president-treasurer Aircasters Advertising Co.; Vice President **Anthony Pope;** Secretary-Treasurer **Arnold B. Hartley,** vice president and 14.5% stockholder WOV New York; Executive Vice President **Ralph N. Weil,** vice president and 16.6% stockholder WOV New York. 50% is owned by Wodaam Corp. (WOV) New York and is voted by **Ralph Weil** and 50% is owned by Atlantic Bcstg. Co. (WHOM-AM-FM) New York and is voted by **Fortune Pope.** Filed July 28.

APPLICATIONS AMENDED

Canton, Ohio—Stark Telecasting Corp. amends application for new TV station on uhf Ch. 29 to change ERP from 177 kw visual, 95.3 kw aural to 224 kw visual and 118 kw aural; antenna height above average terrain from 632 ft. to 651 ft. Filed July 15.

Chattanooga, Tenn.—Southern TV Inc. seeks to amend application for new TV station on vhf Ch. 12 to change ERP from 120 kw visual, 60 kw aural to 111.8 kw visual and 55.9 kw aural; antenna height above average terrain from 1,000 ft. to 1,008 ft. Filed July 10.

Corpus Christi, Tex.—Superior TV Inc. amends application for new TV station on vhf Ch. 10 to delete A. A. Garrett as secretary; to change ERP from 222 kw visual, 111 kw aural to 316 kw visual and 189.8 kw aural; antenna height above average terrain from 516.4 ft. to 621 ft.; change studio location to 2722-2726 Agnes St., Corpus Christi. Filed June 23.

Joliet, Ill. — Joliet TV Inc. amends application for new TV station on uhf Ch. 48 to change ERP from 10.9 kw visual, 5.45 kw aural to 13.7 kw visual and 6.85 kw aural. Filed July 14.

Montgomery, Ala. — Montgomery Bcstg. Co. amends application for new TV station on vhf Ch. 12 to change antenna height above average terrain from 1,039 ft. to 1,029 ft.; change geographic coordinates to 32° 01′ 15″ N. Lat., 86° 20′ 56″ W. Long. Filed June 29.

Phoenix, Ariz.—Ralph A. Watkins and Edward Cooper d/b as Arizona TV Co. amend application for new TV station on vhf Ch. 3 to change name to Arizona TV Co.; antenna height above average terrain from 1,224 ft. to 1,637 ft.; transmitter location to Salt River Mt., 7.3 miles S of Phoenix. Filed July 14.

Shreveport, La.—Radio Station KRMD amends application for new TV station on vhf Ch. 12 to change studio location from Jefferson Hotel, 901 Louisiana Ave., to Linwood Ave. and 62d St., Shreveport. Filed July 8.

APPLICATIONS DISMISSED

Berkeley, Calif.—Pacifica Foundation (KPFA-FM) granted dismissal of bid for new TV station on uhf Ch. 44 at request of attorney. Dismissed July 10.

Brownsville, Tex.—Valley TV Inc. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Harlingen, Tex.—M. J. Reynold granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Weslaco, Tex.—The Rio Grand TV Corp. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Existing TV Stations . . .

ACTIONS BY FCC

KMMT (TV) Austin, Minn.—Minnesota-Iowa TV Co. granted STA to operate commercially on vhf Ch. 6 from July 22 to Nov. 25. Granted July 21; announced July 28.

WTVI (TV) Belleville, Ill. — Signal Hill Telecasting Corp. granted STA to operate commercially on uhf Ch. 54 from July 21 to Nov. 6. Granted July 21; announced July 28.

WSGN-TV Birmingham, Ala.—Jemison Bcstg. Co. granted modification of CP for uhf Ch. 42 to change ERP from 1,000 kw visual, 500 kw aural to 16.6 kw visual and 9.55 kw aural; antenna height above average terrain 600 ft.; change studio location to Protection Life Bldg., Birmingham. Granted July 22; announced July 28.

KFBB-TV Great Falls, Mont.—Buttery Broadcast Inc. granted modification of CP for vhf Ch. 5 to change ERP to 25.1 kw visual and 12.6 kw aural; antenna height above average terrain 240 ft.; change transmitter and studio location from 300 Central Ave., Great Falls, to 2 miles W of city limits on U. S. Hwy. 89-91, Great Falls. Granted July 21; announced July 28.

WGCM-FM Gulfport, Miss.—WGCM Bcstg. Co. granted CP to change ERP to 3 kw; antenna height above average terrain to 300 ft. Granted July 21; announced July 28.

KHQA-TV Hannibal, Mo. — Lee Bcstg. Inc. granted modification of CP for vhf Ch. 7 to change transmitter location to approximately 4.5 miles NE of Quincy, Ellington Twp., Ill.; studio location to College and Muir Sts., Hannibal; change ERP from 10.5 kw visual, 5.4 kw aural to 269 kw visual and 135 kw aural. Granted July 24; announced July 28.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted modification of CP for uhf Ch. 54 to change ERP to 20 kw visual and 10 kw aural; antenna height above average terrain 360 ft. Granted July 22; announced July 28.

WETV (TV) Macon, Ga. — Macon TV Co. granted STA to operate commercially on uhf Ch. 47 for the period ending Aug. 3. Granted July 23; announced July 28.

WACH (TV) Newport News, Va. — Eastern Bcstg. Corp. granted modification of CP for uhf Ch. 33 to change ERP to 20.9 kw visual and 10.5 kw aural. Granted July 22; announced July 28.

WGEM-TV Quincy, Ill. — Quincy Bcstg. Co. granted modification of CP for vhf Ch. 10 to change transmitter location to near Columbus Hwy., 0.7 miles W of Franklin School, Ellington Township, 4 miles NE of Quincy, Ill. Granted July 24; announced July 28.

KDYL-TV Salt Lake City, Utah — TLF Bcstg. Corp. granted modification of TV station license to change name to Intermountain Bcstg. & TV Corp. Granted July 24; announced July 28.

KDYL-TV Salt Lake City, Utah—TLF Bcstg. Corp. granted modification of license for vhf Ch. 4 to change ERP to 27.5 kw visual and 14.1 kw aural; antenna height above average terrain 3,080 ft. Granted July 22; announced July 28.

KEYT (TV) Santa Barbara, Calif.—Santa Barbara Bcstg. & TV Co. granted STA to operate commercially on vhf Ch. 3 from July 22 to Nov. 27. Granted July 21; announced July 28.

KMO-TV Tacoma, Wash.—KMO Inc. granted STA to operate commercially on vhf Ch. 13 from July 24 to Aug. 7. Granted July 21; announced July 28.

KETZ (TV) Tyler, Tex.—Jacob A. Newborn Jr. granted STA to operate commercially on uhf Ch. 19 from July 28, 1953, to Feb. 8, 1954. Granted July 21; announced July 28.

TV STATION DELETED

WROV-TV Roanoke, Va.—Radio Roanoke Inc. FCC granted request to cancel CP of operating station and deleted call letters and pending application for modification of CP. Deleted July 21; announced July 28.

APPLICATIONS

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP from 290 kw visual, 145 kw aural to 316 kw visual and 158 kw aural; change transmitter location to Rural Route No. 1, 5.7 miles E, 2.4 miles N of Tustin, Mich.; antenna height above average terrain 1648.4 ft. Filed July 8.

KTLV (TV) Des Moines, Iowa—Rib Mountain Radio Inc. seeks modification of CP for uhf Ch. 17 to change ERP from 180 kw visual, 98 kw aural to 163 kw visual and 88.04 kw aural; change studio and transmitter location to 2nd Ave. and Hobson Drive, Des Moines; antenna height above average terrain 475 ft. Filed July 14.

WFMY-TV Greensboro, N. C.—Greensboro News Co. granted modification of CP for vhf Ch. 2 to change transmiter and studio location from 212 North Davis St. to corner of Phillips and Summit Ave., Greensboro; antenna height above average terrain 720 ft. Granted July 22; announced July 28.

WSIL-TV Harrisburg, Ill.—Turner-Farrar Assn. seeks modification of CP for uhf Ch. 22 to change ERP from 10.5 kw visual, 5.5 kw aural to 14.12 kw visual and 7.06 kw aural; antenna height above average terrain 520 ft. Filed July 14.

WLOU-TV Louisville, Ky.—Robert W. Rounsaville seeks modification of CP for uhf Ch. 41 to change ERP from 240 kw visual, 125 kw aural to 197.576 kw visual and 102.354 kw aural; antenna

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height above average terrain 217.54 ft. Filed July 20.

WOKY-TV Milwaukee, Wis.—Bartell Broadcasters Inc. seeks modification of CP for uhf Ch. 19 to change ERP from 17.4 kw visual, 9.55 kw aural to 19.95 kw visual and 10 kw aural; change transmitter location to 716 N. 11th St., Tower Hotel Bldg. and change studio location to 714 W. Wisconsin Ave., Milwaukee. Filed July 16.

KGVO-TV Missoula, Mont.—Mosby's Inc. seeks modification fo CP for vhf Ch. 13 to change ERP from 11 kw visual, 5.6 kw aural to 27.2 kw visual and 13.6 kw aural; change transmitter location to 4 miles E of Evaro, Mont.; antenna height above average terrain 2011 ft. Filed July 20.

WCAU-TV Philadelphia, Pa.—WCAU Inc. seeks modification of CP for vhf Ch. 10 to change ERP from 25 kw visual, 14 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 632 ft. Filed July 20.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein seeks modification of CP for vhf Ch. 6 to change ERP from 6.3 kw visual, 3.2 kw aural to 16.4 kw visual and 8.83 kw aural; antenna height above average terrain 357 ft. Filed July 9.

WICS (TV) Springfield, Ill.—Plains TV Corp. seeks modification of CP for uhf Ch. 20 to change studio location to 523 W. Capitol Ave.; transmitter location to 3000 W. 4th St., Springfield; change ERP from 18.2 kw visual, 10.2 kw aural to 17.4 kw visual and 9.3 kw aural; antenna height above average terrain 430 ft. Filed July 20.

New AM Stations . . .

APPLICATIONS

Church Hill, Tenn.—Twin Cities Bcstg. Co., 1260 kc, 1 kw daytime. Estimated construction cost $18,812.20, first year operating cost $41,500, revenue $62,738. Principals in partnership are **Harry J. Morgan** (50%), employe of WKXY Sarasota, Fla., and **Thales E. Wallace** (50%), 50% owner Wallace-Culbertson Firm, construction, Church Hill. Filed July 8.

Covington, Tenn.—Charles K. Sparks and R. William Hoffman d/b as Tipton County Bcstg. Co., 1250 kc, 1 kw daytime. Estimated construction cost $9,240, first year operating cost $25,800, revenue $31,500. Mr. Hoffman is radio engineer and announcer at WAVU Albertville and WFMH Cullman, Ala. Post office address R. William Hoffman, 206 Thomas St., Albertville. Filed July 9.

Franklin, Ky. — L. L. Valentine and H. H. Ogles d/b as Franklin Bcstg. Co., 1220 kc, 250 w daytime. Estimated construction cost $15,000, first year operating cost $24,000, revenue $25,000. Principals in partnership are **Lowell L. Valentine** (66⅔%), editor and 50% partner in the *Franklin Favorite*, and **Howard H. Ogles** (33⅓%), advertising manager and 50% partner in the *Franklin Favorite*. Filed July 13.

Lanett, Ala.—Greene Land & Cattle Co., 910 kc, 500 w daytime. Estimated construction cost $15,944.85, first year operating cost $55,000, revenue $65,000. Principals include President **Roy M. Greene** (50%), officer and minority stockholder WPNX Phenix City, Ala., and officer and majority stockholder WHWD Hollywood, Fla.; Vice President **Robert C. Greene** (20%), officer and minority stockholder WPNX; Secretary and Treasurer **Virgil R. Greene** (5%) and **Ellyann Greene Eason** (20%). Post office address P. O. Box 402, Phenix City, Ala.

Wetumpka, Ala.—Elmore Service Corp., 1570 kc, 250 w daytime. Estimated construction cost $8,500.40, first year operating cost $24,000, revenue $30,000. Principals include President **James L. Coley** (20%), president WRFS-AM-FM Alexander City, Ala., and vice president WRLD-AM-FM West Point, Ga.; **Julia C. Duncan** (20%), vice president WRFS and WRLD; Vice President **Charles H. Whatley** (10%), retail radio and TV dealer; Treasurer **James W. Whatley** (30%), general manager WRFS, and Secretary **Sim Wilbanks** (20%), attorney in Alexander City. Filed July 13.

APPLICATION AMENDED

Bayshore, N. Y. — Key Bcstg. System Inc. amends CP for new AM station on 1300 kc, 250 w daytime to change power to 1 kw; specify transmitter location as 500 ft. North of Sunrise Hwy., Bayshore, and specify studio location as 3rd Ave., Bayshore. Filed July 15.

Existing AM Stations . . .

KRDO Colorado Springs, Colo.—Pikes Peak Bcstg. Co. granted CP to change transmitter and studio location from 118 N. Cascade Ave. to 399 S. 8th St., Colorado Springs. Granted July 24; announced July 28.

ACTION BY FCC

APPLICATIONS

WINA Charlottesville, Va. — Charlottesville Bcstg. Corp. seeks CP to change from 1280 kc, 1 kw daytime to 1450 kc, 250 w unlimited. Filed July 14.

KXOC Chico, Calif.—KXOC Inc. seeks modification of CP to increase nighttime power from 5 kw to 10 kw. Filed July 7.

KELP El Paso, Tex. — Trinity Bcstg. Corp. seeks CP to change from 1 kw daytime to 500 w night directional and 1 kw day. Filed July 15.

KTHS Little Rock, Ark.—Radio Bcstg. Inc. seeks CP to replace permit which expired June 1. Filed July 7.

Raymonville, Tex.—Kelly Bell and J. C. Stallings d/b as Willacy Bcstg. Co. amend CP for new AM station to change name to Kelly Bell; to change from 1470 kc, 250 w daytime to 1490 kc, 250 w unlimited; change studio and transmitter location from Raymondville to Brownsville, Tex. Filed July 10.

WDON Wheaton, Md.—Everett L. Dillard tr/as Commercial Radio Equipment Co. seeks modification of CP to change from 1540 kc to 540 kc. Filed July 15.

New FM Stations . . .

ACTION BY FCC

Highland Park, Mich.—School Dist. of Highland Park granted CP for new FM station on Ch. 201 (88.1 mc) with ERP 10 w. Granted July 24; announced July 28.

APPLICATIONS

Louisville, Ky.—Board of Trustees, Louisville Free Public Library seek CP for new FM station on Ch. 220 (91.9 mc) with ERP 10 kw. Filed July 16.

Bay Shore, N. Y—Great Bay Bcstg. Co. requests CP for new FM station on Ch. 290 (105.9 mc) with ERP 20 kw. Filed July 14.

Existing FM Stations . . .

ACTIONS BY FCC

WSOK-FM Nashville, Tenn.—Nashville Bcstg. Co. granted modification of CP to change ERP to 3.1 kw. Granted July 24; announced July 28.

WTAD-FM Quincy, Ill.—Lee Bcstg. Inc. granted CP to change ERP to 27 kw; antenna height above average terrain 770 ft. Granted July 24; announced July 28.

FM STATION DELETED

WGTR (FM) Paxton, Mass.—General Teleradio Inc. granted request to cancel license and delete FM station. Deleted July 24; announced July 28.

WYSN (FM) New Castle, Ind.—New Castle-Henry Township. FCC deleted FM station for failure to complete construction. Action July 23; announced July 28.

Ownership Changes . . .

ACTIONS BY FCC

WRAY-TV Princeton, Ind.—M. R. Lankford d/b as Princeton Bcstg. Co. granted assignment of CP to Southern Indiana Tele-Casting Inc. No consideration. Transfer is for purpose of forming a corporation. Mr. Lankford will own 100% of the stock. Granted July 23; announced July 28.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. granted transfer of negative control by Kenyon Brown to E. H., John H. and Agnes D. Rowley through sale of 4,166-2/3 shares for $7,500. Transfer of control of licensee corporation results from transfer of control of Rowley-Brown Bcstg. Co. (KWFT-AM-FM-TV) Wichita Falls, Tex. and 50% owner of Little Rock Telecasters Inc. (KRTV) and permittee of TV station on uhf Ch. 17. Principals include **Kenyon Brown** (33-⅓%), formerly 50%, **E. H. Rowley** (16-⅔%), formerly 12½%, **J. H. Rowley** (33-⅓%), formerly 25% and **Agnes D. Rowley** (16-⅔%), formerly 12½%. Granted July 29; announced July 28.

KWFT-TV Wichita Falls, Tex.—Wichita Falls Tele. Inc. Same as above.

APPLICATIONS

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. seeks transfer of control to Lewis J. Ackers, Mrs. Sybil J. Ackers, Dale Ackers and Jack Andrews (100%) through sale of outstanding stock for $500,000. Jack Andrews and Dale Ackers are officers and stockholders of Abilene Bcstg. Co. Filed July 13.

WSKY Asheville, N. C.—Radio Asheville Inc. seeks involuntary acquisition of control by Mildred L. Bamford, individually and as executive of the Estate of Carl R. Bamford through transfer of 33⅓% interest. Filed July 13.

WBUT Butler, Pa.—Eagle Printing Co. requests assignment of license to J. Patrick Beacom for $21,161.38. Mr. Beacom is president and 98% stockowner of WVVW, WJPB-TV Fairmont and WETZ New Martinsville, W. Va., and president

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and 40% partner in J. Patrick Beacom & Assoc., applicant for uhf Ch. 22 in Clarksburg, W. Va. Filed July 16.

WTVQ (TV) Pittsburgh, Pa.—Golden Triangle TV Corp. requests voluntary transfer of control from Loren Berry and Ronald B. Woodyard to Edward Lamb through transfer of stock for $5,000. Mr. Lamb is president, treasurer and 70.8% stockholder and owns 2.2% as trustee for his son of WICU (TV) Erie, Pa.; president, treasurer, 48% stockholder and owns 29% as trustee for his son and daughter of Unity Corp. Inc., (WTOD, WTRT-FM) Toledo and applicant for new TV station on vhf Ch. 11 in Toledo; vice president, treasurer and 20% stockholder of Woodruff Inc., by initial decision granted uhf Ch. 30 in Portmouth; president, treasurer and 61.6% stockholder of WHOO Inc. (WHOO-AM-FM) Orlando, Fla., applicant for vhf Ch. 9 in Orlando; president, treasurer and owner of 26.1% stock as trustee for his son in Midwest TV Co., permittee of WMAC-TV Massillon, Ohio. Edward Lamb Enterprises owns 73.9% of this stock. Filed July 24.

WRIS Roanoke, Va.—Cy N. Bahakel seek voluntary assignment of license to Roanoke Independent Broadcasters in return for $19,700 of common stock. Mr. Bahakel will own 100% of the stock. Filed July 8.

KBON Omaha, Neb.—Inland Bcstg. Co. requests voluntary transfer of control to John K. and Nella Marie Morrison through retirement in Jan. 1950 of 60 shares of stock owned by Arthur Baldwin. Filed July 10.

KBON Omaha, Neb.—Inland Bcstg. Co. seeks voluntary relinquishment of control by John K. and Nella Marie Morrison through corporate reorganization. Company retires 260 shares of Arthur Baldwin for $31,200; 30 shares of William Baldwin for $3,600; 60 shares of Nella Marie Morrison for $7,200; 150 shares of John K. Morrison for $16,500. Mr. Morrison sells 50 shares to Paul R. Fry for $5,500. Filed July 10.

Hearing Cases . . .

FINAL DECISION

Harrisburg, Pa.—New TV, uhf Ch. 27. FCC announced decision granting application of Rossmoyne Corp. for CP for new TV station on uhf. Ch. 27 and denied the competitive application of Kendrick Bcstg. Co. (WHGB). Final decision July 24.

INITIAL DECISION

Allentown, Pa.—New TV, uhf Ch. 39. Examiner Benito Gaguine issued initial decision looking toward grant of application of Queen City TV Co. for a new TV station on uhf Ch. 39 with ERP 107 kw visual and 54 kw aural; antenna height above average terrain 350 ft. Initial decision July 23.

OTHER ACTIONS

TV Allocation—By report and order FCC finalized the rule-making proceedings issued April 23 in assigning vhf Ch. 5 to Weston, Va. This "drop-in" assignment changes certain offset carrier requirements in Washington, D. C., Gainesville, Fla., Raleigh, N. C. and Charleston S. C. Comr. Hennock concurred in part and dissented in part. Action July 22; announced July 23.

Denver, Colo.—New TV, vhf Ch. 4. FCC ordered the effectiveness of initial decision granting new TV station on vhf Ch. 4 to Metropolitan Tele. Co. (KOA) and denying competitive application of KMYR Bcstg. Co. (KMYR) be stayed pending review by the Commission. Action July 24; announced July 28.

Los Angeles, Calif.—New TV, uhf Ch. 34. FCC by memorandum opinion and order denied petition of Lawrence A. Harvey to dismiss competitive application of Spanish International TV Co. for new TV station on uhf Ch. 34. Action July 22; announced July 23.

Mobile, Ala.—New TV, vhf Ch. 5. By memorandum opinion and order, FCC (1) denied motion of The Mobile TV Corp. for amendment of the hearing designation order to delete the findings that WKRG-TV Inc. is legally qualified and for enlargement of the issues to make inquiry into a possible violation of the Commission's rules and policies of multiple ownership; (2) denied request of Broadcast Bureau Chief for enlargement of the issues to permit inquiry into the details concerning elimination of common ownership between WKRG-TV Inc. and the Mobile Press Register; and (3) granted motion of Mobile TV Corp. that the hearing order be amended to find it legally qualified and to delete issue No. 1 concerning its authority to construct, own and operate a TV station in Mobile, and granted its petition to dismiss its May 8 motion to amend and enlarge the hearing issues or for declaratory ruling. Mobile TV Corp. and WKRG-TV Inc. are in competition for new TV station on vhf Ch. 5 in Mobile. Action July 28.

Rochester, N. Y.—New TV, vhf Ch. 10. By memorandum opinion and order FCC (1) granted petition of April 28 by WHEC Inc. (WHEC) and Veterans Bcstg. Co. (WVET) for reconsideration of Commission action of April 1 in postponing the effective date of grants to them for new TV station to share time on vhf Ch. 10 in Rochester and designating them for hearing; (2) terminated the postponement of the grants and made them effective immediately; (3) denied motion by Federal Bcstg. System (WSAY) for consolidated hearing, and (4) dismissed the proceedings. Comr. Hennock dissented. Action July 27.

Sharon, Pa.—New TV, uhf Ch. 39. FCC dismissed as moot petition of Feb. 2 of Leonard J. Schafitz requesting immediate consideration of his application for new TV station on uhf Ch. 39 and dismissal of competitive application of Sharon Herald Bcstg. Co. Action July 22; announced July 23.

Hornell, N. Y.—New AM, 1420 kc. By memorandum opinion and order denied petition of Aug. 26, 1952 of W. H. Greenhow Co. (WWHG) seeking review of examiner's memorandum opinion and order of Aug. 22 denying WWHG request that the hearing record of the competitive applications for new AM station on 1420 kc be reopened for the introduction of additional evidence. Action July 24.

Albany and Schenectady, N. Y.—New TV stations, uhf Ch. 23 and 35. By memorandum opinion and order, FCC denied petition of July 10 of Western N. Y. Bcstg. Corp. (WABY) directed against Commission action of June 10 in granting applications of Patroon Bcstg. Co. for new TV station on uhf Ch. 23 at Albany and Van Curler Bcstg. Corp. for a new TV station on uhf Ch. 35 at Schenectady. Action July 22; announced July 23.

Routine Roundup . . .

July 23 Decisions

BY COMMISSION EN BANC

WKMI-TV Kalamazoo, Mich.—Howard D. Steere. Is being advised that application (BMPCT-1200) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

WRAK-TV Williamsport, Pa.—WRAK Inc. Is being advised that application (BMPCT-1167) for extension of time to construct TV station to operate on Ch. 36 (BPCT-521) cannot be granted on basis of present information.

KTVR (TV) Galveston, Texas—Rudman Television Co. Is being advised that application (BMPCT-1186) for extension of time to construct TV station to operate on Ch. 41 (BPCT-1269) cannot be granted on basis of present information.

Denied Petition

WMT, WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. Denied petition requesting cancellation of call letters WMTV assigned to Bartelle Television Corp., Madison, Wis. (over 130 miles away). Commission doesn't see likelihood of confusion.

July 24 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KGAL Lebanon, Ore., Linn County Bcstg. Co.—Mod. CP (BP-8223), which authorized change in frequency, hours of operation and installation of DA-DN, for extension of completion date (BMP-6256).

Renewal of License

Following stations request renewal of license: WABB Mobile, Ala., The Mobile Press Register Inc. (BR-2121); KYOS Merced, Calif. (BR-896); KDTH Dubuque, Iowa, Telegraph-Herald (BR-1125); WBNS Columbus, Ohio, Radiohio Inc. (BR-290); KWON Bartlesville, Okla., Bartlesville Bcstg. Co. (BR-1175); KCRC Enid, Okla., Enid Radiophone Co. (BR-465); KMUS Muskogee, Okla., The Eastern Oklahoma Bcstg. Corp. (BR-2047); KSPR Casper, Wyo., Donald Lewis Hathaway (BR-767).

APPLICATION RETURNED

Renewal of License

WMBR Jacksonville, Fla., The Washington Post Co.—Returned application for renewal of broadcast license (BR-438).

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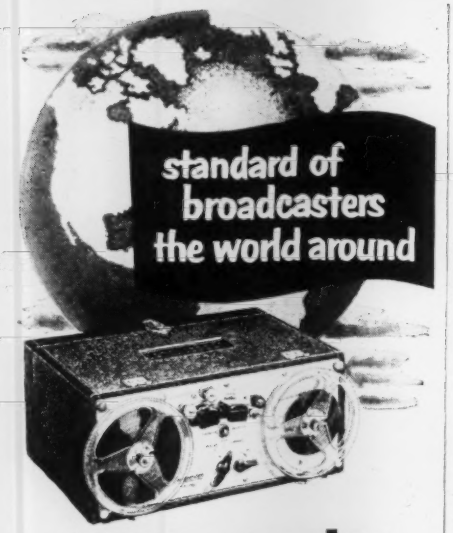

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July 27 Applications

ACCEPTED FOR FILING

Remote Control Operation

WTUX Wilmington, Del., Port Frere Bcstg. Co.—Files application for remote control operation of trans. (BRC-128).

Renewal of License

Following stations request renewal of license: KLPM Minot, N. D., Minot Bcstg. Co. (BR-765); WSPD Toledo, Ohio, Storer Bcstg. Co. (BR-303); KRBC Abilene, Tex., Reporter Bcstg. Co. (BR-895); KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co. (BRCT-92); WSPD-TV Toledo, Storer Bcstg. Co. (BRCT-47); WJQS Jackson, Miss., Mississippi Bcstg. Co. (BR-1891); WMBC Macon, Miss., Mississippi Bcstg. Co. (BR-1491); KOTY (FM) Tacoma, Wash., Tacoma School District No. 10 (BRED-31).

Extension of Completion Date

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. CP (BPCT-425), as mod., which authorized new TV, for extension of completion date to 10-15-53 (BMPCT-1255).

WIMA-TV Lima, Ohio, Northwestern Ohio Bcstg. Corp.—Mod. CP (BPCT-738), as mod., which authorized new TV, for extension of completion date to 1-21-54 (BMPCT-1259).

WMAC-TV Toledo, Ohio, Midwest TV Co.—Mod. CP (BPCT-1010), as mod., which authorized new TV for extension of completion date (BMPCT-1256).

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Mod. CP (BPCT-896), as mod., which authorized new TV, for extension of completion date to 2-1-54 (BMPCT-1257).

KUSC-TV Los Angeles, U. of Southern Calif., Allan Hancock Foundation—Mod. CP (BPET-14), as mod., which authorized new educational TV, for extension of completion date to 1-28-54 (BMPET-12).

License for CP

WBBM-FM Chicago, Ill., CBS Inc.—License for CP (BPH-1840) which authorized changes in licensed station (BLH-907).

July 28 Decisions

BY BROADCAST BUREAU

Actions Taken July 24

Granted License

WBLE Batesville, Miss., Panola Bcstg. Co.—Granted license for AM; 1290 kc, 1 kw-D (BL-5061).

KVSA McGehee, Ark., Southeast Ark. Bcstrs. Inc.—Granted license for AM; 1220 kc, 1 kw-D (BL-5060).

Modification of CP

WILO Frankfort, Ind., Radio Frankfort—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6235).

WFAH Alliance, Ohio, The Review Pub. Co.—Granted mod. CP to change type trans.; conditions (BMP-6262).

WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.—Granted mod. CP for change in type trans. (BMP-6264); condition.

WANA Anniston, Ala., Anniston Radio Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.; condition (BMP-6154).

WDBF Delray Beach, Fla., Delray Bcstrs.—Granted mod. CP for approval of ant., trans. location and specify studio location; condition (BMP-6241).

KCHR Charleston, Mo., So. Missouri Bcstg. Co.—Granted mod. CP for approval of ant. and trans. location and change type trans. (BMP-6206).

Extension of Completion Date

Following were granted extension of completion dates as shown:

KFDX-TV Wichita Falls, Tex., to 10-17-53 (BMPCT-1250); WSPN Saratoga Springs, N. Y., to 11-15-53 (BMP-6261); WNRI Woonsocket, R. I., to 3-7-54 (BMP-6257).

Actions Taken July 23

Granted License

WBHP Huntsville, Ala., Wilton Harvey Pollard—Granted license covering change in trans., studio and type trans. (BL-5062).

WGBM Baltimore, Md., Balto. Bcstg. Corp.—Granted license for aux. trans. (BL-5063).

KMAK Fresno, Calif., The McMahan Co.—Granted license for AM; 1340 kc, 250 w-U (BL-5066).

Modification of CP

WTUP Tupelo, Miss., Lee Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans. (BMP-6247).

Granted Remote Operation

WIBB Macon, Ga., The Peach State Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-126).

WYVE Wytheville, Va., Wythe County Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-127).

Extension of Completion Date

Following were granted extension of completion dates as shown:

KNX-FM Los Angeles, to 2-15-54 (BMPH-4834); WMAR-TV Baltimore, to 12-7-53 (BMPCT-1247); WRAK-FM Williamsport, Pa., to 9-13-53 (BMPH-4833); WOI-FM Ames, Iowa, to 1-11-54 (BMPED-266); WHDF Houghton, Mich., to 8-15-53 (BMP-6253).

Actions Taken July 22

Granted CP

WFUL Fulton, Ky., Ken-Tenn Bcstg. Corp.—Granted CP to side mount FM ant. on AM tower (BP-8914).

Granted Authority

KELY Ely, Nev., White Pine Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-125).

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

WJTV Jackson, Miss., to 2-12-54 (BMPCT-1244); WARD-TV Johnstown, Pa., to 1-15-54 (BMPCT-1181); KIDO-TV Boise, Ida., to 2-23-54 (BMPCT-1245; WAZL-TV Hazleton, Pa., to 2-28-54 (BMPCT-1246).

Actions Taken July 21

Granted License

KNBR North Platte, Neb., John Townsend—Granted license for AM; 970 kc, 1 kw-D, DA-D (BL-4882).

Granted Authority

WEAU-FM Eau Claire, Wis., Central Bcstg. Co.—Granted authority to operate trans. by remote control (BRCH-40).

KOCA Kilgore, Tex., Radio Station KOCA Inc.—Granted authority to operate trans. by remote control (BRC-110).

Actions Taken July 20

Modification of CP

WAYZ Waynesboro, Pa., Richard Field Lewis Jr.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans.; condition (BMP-6219).

Extension of Completion Date

WBEN-TV & Aux. Buffalo, N. Y., WBEN Inc.—Granted extension of completion date to 2-12-54 (BMPCT-1239 & 1240).

July 28 Applications

ACCEPTED FOR FILING

License for CP

KGPH Flagstaff, Ariz., The Frontier Bcstg. Co. License for CP (BP-8040), which authorized change in frequency, change in power, installation of DA-N, installation of new trans. and make changes in ant. system (BL-5069).

Transmission Authority

John Henry Babcock, San Diego, Calif.—Authority to transmit programs to XEAC Tijuana, Mex., from 2566 Fifth Ave., San Diego. AMENDED to include XERB Rosarito Beach, Mex. (BFP-237 AMENDED).

Extension of Completion Date

KHTV (TV) Baton Rouge, La., Capital Television & Bcstg. Co.—Mod. CP (BPCT-1083), which authorized new TV, for extension of completion date to 2-17-54 (BMPCT-1258).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. CP (BPCT-1338), which authorized new TV, for extension of completion date to 12-31-53 (BMPCT-1242).

WKTV (TV) Utica, N. Y., Copper City Bcstg. Corp.—Mod. CP (BPCT-1209), as mod., which authorized change in existing facilities for extension of completion date to 10-12-53 (BMPCT-1260).

July 29 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: KONG Visalia, Calif., Tulare County Bcstg. Co. (BR-1541); WRHC Jacksonville, Fla., Radio Sta-

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tion WRHC Inc. (BR-2506); KVNU Logan, Utah, Cache Valley Bcstg. Co. (BR-992).

Remote Control Operation

Following stations request 301-A, application for remote control operation:

WHOS-FM Decatur, Ala., North Alabama Bcstg. Co. (BRCH-42); WCNB-FM Connersville, Ind., (BRCH-43).

Extension of Completion Date

WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Service Inc.—Mod. CP (BPH-1806) which authorized new FM for extension of completion date (BMPH-4837).

WSLS-FM Roanoak, Va., Shenandoah Life Stations—Mod. CP (BPH-1800), which authorized changes in licensed stations, for extension of completion date (BMPH-4836).

WAVE-TV Louisville, Ky., WAVE Inc.—Mod. CP (BPCT-756), as mod., which authorized changes in existing station, for extension of completion date to 1-11-54 (BMPCT-1261).

KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co.—Mod. CP (BPCT-708), which authorized new TV, for extension of completion date to 10-23-53 (BMPCT-1266).

License for CP

KXLY Spokane, Wash., Symons Bcstg. Co.—License for CP (BPCT-972) which authorized new TV (BLCT-142).

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Manager, strong on sales and programming. Small city, leading network station, only station in market. Prefer man between 30 and 40. Must have good character and personality. Please furnish full information in first letter to Box 371X, B•T.

Manager who is experienced in managing station doing all colored programming. Station reaching audience of over million colored. Eastern metropolitan market. Must be young, aggressive, with sales exprience. Give complete background and experience with photo in first letter. Reply Box 409X, B•T.

Salesmen

Space salesman for leading trade journal to cover midwestern territory with headquarters in Chicago. Must know radio-television field. Permanent position assured with good starting salary. No commission, but incentive bonuses; also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full details experience (need not be in publication field), past earnings and picture. Box 405X, B•T.

Good opportunity for livewire salesman with midwestern 10,000 watt, clear-channel, network station. Excellent market and ideal working conditions. There is no ceiling on your earnings, and you are assured of an adequate draw against commissions. Send full information concerning yourself—including a recent snapshot if available —to Box 373X, B•T.

This is a sincere offer to a good radio salesman who wants to improve his earnings. If your present sales record qualifies we will guarantee up to $5000 a year against a commission-bonus arrangement, which for the right man has much larger potential. You will be joining successful independent southern station in one of 10 fastest growing markets in America. Station appeals to mass audience and has proven programming pattern. Management has record of satisfied personnel. You must have successful sales record with present employer, preferably independent station. Write giving complete data, including references, billing, recent picture. All answers confidential. Box 385X, B•T.

Salesman. Aggressive man, looking for a good future in an excellent market. Guarantee with ten percent commission on sales. Box 407X, B•T.

Help Wanted—(Cont'd)

Salesman, capable of moving up to commercial manager by proving ability. Salary and commission. Excellent future for right man in east Texas number one market. TV applicant. KGKB, Tyler, Texas.

Wanted: Salesman. Excellent opportunity. One of the fastest growing small markets in Southern Tier. Full time ABC affiliate. Salary plus commissions. Write Gordon Jenkins, WCLI, Corning, New York.

Salesman—Must know selling. Television sales experience not necessary, but radio sales primary requirement. Send resume of background, plus small photo. List present and past earnings. We pay substantial salary plus commission. Air mail full information. James H. Ferguson, Jr., Sales Manager, Springfield Television Broadcasting Corporation, 61 Chestnut Street, Springfield 3, Massachusetts.

Space salesman for leading trade journal to cover southern territory with headquarters in Washington. Must know radio-television field. Permanent position assured with good starting salary. No commission, but incentive bonuses; also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full details, experience (need not be in publication field), past earnings and picture. Box 404X, B•T.

Announcers

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, actor background, impersonations well-known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Staff announcer for kilowatt independent, southwest. Experience not necessary, ability is. Pay above average. Box 260X, B•T.

Announcer-chief engineer wanted for Alabama station. Must be good announcer. State salary desired in letter. Box 280X, B•T.

Are you good enough for 50 kw? Midwest metropolitan indie has unusual opportunity for news and music man. Send details and audition to Box 313X, B•T.

Need combo man with emphasis announcing immediately. Offer paid vacation, insurance, hospitalization, pension. Send tape, resume, and starting salary. Box 344X, B•T.

Help Wanted—(Cont'd)

Hillbilly jockey. Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

Announcer. Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

Midwest station will have opening for play-by-play sportsman. Network station in medium sized market. Box 359X, B•T.

Network affiliate in major southwest city of 100,000 wants an experienced announcer with good commercial delivery. Send photo, work-history, salary requirements, first letter. Box 363X, B•T.

Experienced play-by-play man as sports director of the number one sports station in a prominent midwest market. Must have first phone. Other staff duties involved. $375 to start. Reply to Box 367X, B•T.

$85 to start for good morning man with ideas. Must be neat appearing and capable of doing interview and audience participation type of show. Midwest independent with insurance benefits and vacations. Send only picture and details with first letter. We'll call for audition. Box 382X, B•T.

Announcer-disc jockey with personality, record of proven performance to spark afternoon programming on independent station in a metropolitan market. Box 408X, B•T.

Announcer with good voice and some experience for Pennsylvania station. No tapes. Box 414X, B•T.

Experienced announcer for small town independent. Good living conditions. $62.50 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Good all-round experienced announcer. Heavy on news. Football play-by-play. Send audition tape and details. Auditions will be returned. George Marti, KCLE, Cleburne, Texas.

Immediate opening for good staff announcer. Call or write KCOM, Sioux City, Iowa.

Good staff announcer with some experience for 5 kw NBC affiliates in progressive central Kansas City. Send audition including news and commercial and letter with background, references, marital status, photo and salary requirements to Dick Painter, KVGB, Great Bend, Kansas.

Good, experienced staff announcer wanted by 5 kw CBS affiliate in New England with TV future. Send tape, photo and resume to Lou Rocke, WCAX, Burlington, Vermont.

WGTM. Regional 5000 watt CBS affiliate has staff vacancy for good well-rounded DJ to handle night shift. Wilson, N. C.

Have opening for staff announcer. Typing necessary. State expected salary first letter. Radio Station WRRF, Washington, North Carolina.

Marvelous opportunity for three topnotch announcers. $75 weekly base salary. No limit to earnings for right men. Definite opportunity for management positions. Two weeks vacation with pay, liberal sick leave. Send tapes (7½ feet per second) and resume to WTIM, Taylorville, Illinois.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Chief engineer-announcer. Rural eastern station near vacation area. State age, salary expected, and work for last 5 years. Box 322X, B•T.

Recruiting 1st class engineers for new four tower regional in midwest city of 500,000 to begin construction mid-Sept. Write for application. Box 335X, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Our chief engineer leaves soon to build our television station. Accepting replacement applications. Send complete resume and late snapshot to Box 378X, B•T.

50 kw upper midwest station in large metropolitan market needs experienced engineer with ticket. Send details of experience, education, age, etc., to Box 389X, B•T.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, **WPEO**
Peoria, Ill.

Help Wanted—(Cont'd)

Technical

Immediate opening for man with first class license. Contact Herb Nelson, KOKX, Keokuk, Iowa.

Transmitter engineer—no announcing. $1.25 per hour, time-and-a-half for overtime. Write or phone Don Morris, KRIS, Corpus Christi, Texas —4-6354.

Immediate opening. Operator, first class license, 5000 watt CBS. WGTM, Wilson, N. C.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Copywriter. Must be experienced, congenial, sober. Announcing ability desirable, but not necessary. Box 351X, B•T.

Assistant radio director-instructor wanted by one of the best known radio and theatre schools in the east. Man or woman with good general knowledge of radio broadcasting desired. State qualifications, experience, references and salary expected in first letter. Box 357X, B•T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience important. You will earn $3600 a year to start with annual bonus and periodic pay raises, air conditioned offices, health insurance and paid vacations. Write giving complete data and references and samples of your copy. All answers confidential. Box 384X, B•T.

Program director as soon as possible for 250 watt fulltime, doing regional business. Present program director moved to manager of a newly acquired property. It can happen to you if you are a worker. Address replies to Box 415X, B•T.

Have opening for experienced copywriter. 1000 watt, fulltime. Contact Herb Nelson, KOKX, Keokuk, Iowa.

Experienced radio newsman who can gather, write and air local newscast. Send tape and full details first letter. KSRV, Ontario, Oregon.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Brand-new station, excellent working conditions, good opportunity for advancement. Will train right person. Rush full particulars, age, radio or advertising background, and salary requirements to Manager, WLSH, Lansford, Pa.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

TV personnel wanted. Engineers, girls for camera and production, salesmen—new UHF station south. Address Box 337X, B•T.

Announcers

Announcer with radio or TV background for established VHF television station, large market. Send resume and photo with first letter. Contact Box 321X, B•T.

Technical

New TV station needs technical directors, transmitter supervisor experienced TT5A, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 276X, B•T.

Need operating engineers for new middlewest TV. Experience not necessary. College town. Box 416X, B•T.

Production-Programming, Others

Educational TV production center offers a limited number of opportunities for producer-directors. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B•T.

Situations Wanted

Managerial

Let's build bigger billing! Sales manager—for metropolitan market. Presently employed as station sales representative with outstanding sales record. For complete story, wire or write Box 264X, B•T.

Managerial position desired. 4½ years creative local and network production-direction. Married; community conscious, college degrees. Excellent references. Box 305X, B•T.

General manager, 19 years experience. Familiar all phases radio. Excellent references. Radio or TV. Box 336X, B•T.

Situations Wanted—(Cont'd.)

General manager with outstanding record wishes to locate in California, Colorado or adjacent state. Eight years newspaper, twelve years radio. Wife experienced in traffic and women's shows. Reliable, sober family man. Must move west immediately for family reasons. Box 368X, B•T.

Manager, with knowhow. Thoroughly experienced, completing 14 years radio. Successful. Civic-minded. Fine references. Box 380X, B•T.

Attorney with administrative ability, first class license, presently employed as Texas television executive. Box 413X, B•T.

Salesmen

TV-radio representative. National, local sales background plus agency. 6 years direct contact with managers and owners on market, sales analysis. Excellent references. Mid-thirties. Box 338X, B•T.

Salesman-announcer, in 100,000 metropolitan market. Would like to step up. Five years experience. Details return mail. Box 379X, B•T.

Announcers

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Announcer. Light experience. Draft exempt. College graduate. Strong news, sports, DJ, commercials. Available Sept. 1. Box 283X, B•T.

Three years experience, seven years background, for Penna., Conn., Vt., and N. H. Top voice, good delivery. $65 plus & talent or higher base. All inquiries answered in person. Available Sept. 7th. Box 296X, B•T.

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Announcer. Light experience. News, sports, commercials, control board, baseball, football. Athletic background for play-by-play. Draft exempt. Dependable. Available. Travel. References, personals, tape. Box 341X, B•T.

Announcer. Young, for staff opening. Light experience. Reliable. Good potential. Strong news, commercials, sports, control board. Draft exempt. Travel. Resume, tape. Box 342X, B•T.

Announcer-engineer. First phone. Topnotch audio man. Accent on announcing, recording, remotes. Presently employed, but experience light. Prefer mid-Atlantic New England area. Box 343X, B•T.

White announcer who can sell Negro market. Sell, write, air jive show. Seven years experience. Southeast only. $100 per week minimum. Box 350X, B•T.

Announcer, 26, single. Vet. 3 years experience. Specialize in news. No independents, please. Box 355X, B•T.

Quality and versatility my best references. Six years radio-television. Announcer-actor-singer. B.A. Desire TV future. Box 362X, B•T.

Experienced announcer desires to make a change. Good voice, commercial, news, DJ, personality, married, veteran. Box 370X, B•T.

Announcer-engineer. Copy, remotes, staff, DJ, first phone and repair equipment. 5 years with present net. References. Prefer outside continental U. S. Box 372X, B•T.

Situations Wanted—(Cont'd.)

Announcer-control board operator. Young, sober. Limited experience, third class ticket. Available permanent station staff—news, commercial spots, children's programs, smooth platter man. References, resume, tape. Box 375X, B•T.

Announcer-DJ. Thoroughly trained for all staff duties. Knows music. Can operate board. Strong on disc and interview shows. Photo-disc-resume on request. Box 376X, B•T.

Cheerful, witty morning man. Strong on news. Proven successful record. Seeks job in city of around 400,000. Tape, photo sent promptly. Box 381X, B•T.

Announcer, broadcasting school graduate, wants start in radio. Promotions and public relations experience. Can write. Familiar with control board. Box 394X, B•T.

Need an announcer-control board operator with extra talent? Young; limited experience. For news, commercials, DJ. Musical background; play accordian. Permanent situation. Resume, tape, references. Box 398X, B•T.

Announcer. Strong on play-by-play of all sports; disc jockey, news, interview shows. Hold Writers Guild card. Married, steady. Disc on request. Box 403X, B•T.

Trained announcer and script writer, college grad, wants position in N. J., N. Y., Penna. or Del. station. Box 410 X, B•T.

Announcer. Up-and-coming sportsman desires opportunity anywhere. Can deliver client and listener—getting sportscasts and play-by-play of all major sports. Will double as staff announcer. Box 419X, B•T.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Announcer, producer. Single, young, versatile. New York production experience. Strong news, DJ, special events, sports. Operate station board and remotes. Work anywhere. Allen Browne, 25 Old Colony Drive, Larchmont, N. Y.

Personable, young announcer. Experience: strong news, sports, commercials, DJ. Draft exempt. Steve Gary, 151-10 Jamaica Ave., Jamaica, N. Y.

Announcer. No experience, but willing to learn. Extensive knowledge of music, mostly hillbilly field. Good references. Available within two weeks. Reply to Robert Hanger, 1914 Tenth Avenue, Huntington, West Virginia.

First phone. No experience. Schooling includes TV, radio servicing. Morris Kohrn, c/ Richter, 934 Myrtle Ave., Brooklyn 6, N. Y.

Staff announcer. Experienced, versatile, reliable. Marty Ladd, 26-11 25th Street, Long Island City 2, New York.

College graduate, liberal arts, B. A. Degree. Age 25, married. July '53 graduate accredited broadcasting school. Trained in all phases of radio and TV. Strong commercial man, good sell on DJ, news, interview. Board work. 6 years MC and singing experience. 10 years experience band business; featured saxist with Tommy Dorsey and Ralph Martire orchestras. Ken Mann, 4734 Kimbark Avenue, Chicago, Illinois. Livingston 8-3077.

World's most widely traveled news analyst, 30, with clear, authoritative delivery seeks agency handling, or offers. Will handle disc show. Dishmon C. Mullins, Creekville, Kentucky.

Continued on next page

YOUR OPPORTUNITY

to get

EXPERIENCED RADIO PERSONNEL

Due to our leaving the air on August 1st, most of our staff will be at liberty through no fault of their own. This is your golden opportunity to acquire experienced radio personnel for your station.

Salesmen, Commercial Manager, Promotion Manager, Engineers/ Chief Engineer, Assistant Chief Engineer, Announcers and personalities.

Those interested in placing these thoroughly experienced people, please write

RADIO STATION WXKW, BOX 951, ALBANY, N. Y.

Situations Wanted—(Cont'd.)

Technical

First phone. Two years experience. Available September 1. Will consider any offer. Box 339X, B•T.

Technician with first phone license, radio manufacturing experience, desires position west or southwest. TV preferred. Box 345X, B•T.

Experienced engineer, all phases AM, wants change. 7 years experience; past five as chief engineer. Can announce. References on request. Box 349X, B•T.

Second phone. Some studio experience. Desires work—studio or transmitter. Box 356X, B•T.

First phone, limited experience. Seeking straight engineering position. Available, single. Box 365X, B•T.

First phone: combo, studio, transmitter. Combo preferred. Experience in recording. Box 388X, B•T.

Attention: Florida stations. Here's 13 years technical experience—broadcast, police, aircraft, chief to 5 kw. Can handle combination. Looking for permanent Florida job. Box 391X, B•T.

Assistant chief looking for square deal. 15 years radio. 8 years broadcasting, 250 to 5 kw. Experienced construction, directional arrays, maintenance, combo, etc. First phone, second telegraph, "A" amateur licenses. TV training; commercial photographer; veteran; married; sober; car. Answer airmail. Box 411X, B•T.

6 years broadcasting. VHF amateur. Desire position AM or TV. Box 417X, B•T.

Engineer, first class, experienced. Some announcing (optional); good maintenance. Available 10th. West or southwest. Walter Hoffman, Box 11, Hollywood, Calif.

Capable engineer-announcer. Experienced. Chet Strachocki, 737 11th St. N.W., Washington, D. C. Phone Metropolitan 8-5255.

Recently licensed first phone man desires work in Virginia or neighboring state. No broadcast experience. Jay Suter, Park View, Harrisonburg, Va.

Production-Programming, Others, etc.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 348X, B•T.

Western states. Available September. Woman's feature director, broadcaster, writer, public relations. Box 364X, B•T.

Family man, 30 years old. College grad with 6 years experience. 2 years announcer, 3 years program director, 1 year salesman. Like small market operation with future leading to manager. Available about Sept. 1. Box 366X, B•T.

Woman's director—can sell to local accounts, carry own show and handle public relations. Disc available. Negro. Box 377X, B•T.

Your girl Friday—all week long. Attractive. Can do airwork, write continuity, handle music library. Box 395X, B•T.

To some program director: Available—newscaster and commercial man. Have experience through Midwestern Broadcasting School. Box 396X, B•T.

Experienced continuity writer. Trained in announcing, controls. Excellent references. Arizona. Raymond Field, 1302 Pershing St., Eau Claire, Wisconsin.

Situations Wanted—(Cont'd.)

Television

Managerial

Managerial position desired by young man, age 35, married, with administrative and legal qualifications, first class license, many years background in radio and communications, presently employed in television. Box 142X, B•T.

Salesmen

Topflight advertising salesman. Energetic, personable. 4 years successful experience. Anxious to sell television. Missouri journalism. Veteran. Relocate. Box 399X, B•T.

Technical

Engineer, first phone, experienced all phases, draft exempt, desires position with TV applicant. West coast preferable. Box 406X, B•T.

Production-Programming, Others

Experienced television director-producer. Ten years radio, theater, news. NBC trained. Box 261X, B•T.

Producing hundred live shows weekly. Creative. Network, independent experience. Employed. Box 311X, B•T.

News man. Three years major radio network newscasting, writing, editing, commentary, production. Desire TV news. Box 383X, B•T.

Top graduate of Television Workshop of New York desires position in television station. Thoroughly trained in studio operations and film editing. Travel anywhere. Veteran. Single. Box 387X, B•T.

For Sale

Muzak franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 361X, B•T.

Stations

250 watt fulltime network. $60,000, terms. No competition. Other radio interests. Southwest. Box 340X, B•T.

West coast; 500 watt daytime. Indie. Exclusive. Only $8,000 down. Box 360X, B•T.

Equipment, etc.

Antennas for sale. Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TF-3B 3-bay super turnstile with pedestal mount tuned channel 3, but tunable to channel 2. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

Raytheon RA-250 250 watt transmitter. Altec 230-B console. Both brand new—never used—in original crates. $3600 for both. KDKD, Clinton, Missouri.

3 kw Westinghouse FM transmitter, complete, in perfect condition, for sale. Also Federal 8 bay square loop antenna (tuned to 102.9 mc). G.E. FM frequency & modulation monitor, and 200 feet of 3⅛" transmission line. We are inclined to accept the highest bid for all four items as located at our transmitter at KFOR-AM-TV, Lincoln, Nebraska.

2 Presto model 64-A 3 speed transcription turntables, never used. 1 Presto model TL-10 tape drive, used once. 1 Stancil-Hoffman minitape playback amplifier, used once. Contact Stan Whitman, Gen. Mgr., KNUJ, New Ulm, Minn.

RCA 250 watt transmitter. Now operating. 1st class condition. Available about Nov. 1. R. R. Cronise, Box 116, Albany, Oregon.

For Sale—(Cont'd.)

Collins FM transmitter with GE modulator monitor, tubes, etc. 250 watts—low hours. Perfect condition, now operating. Make offer. Box 140, Puritan Broadcast Service, Inc., 7 Willow Street, Lynn, Massachusetts.

Wanted to Buy

Stations

Local radio station. Must be bargain. Box 390X, B•T.

Financially responsible party is interested in buying 250 watt independent station in the midwest. Box 392X, B•T.

Equipment, etc.

250 watt standard make AM transmitter no more than 2 years old. Gene Tommerdahl, Chief Engineer, WNVA, Norton, Virginia.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

Wanted!

BETTER SALESMEN

(than we can afford)

But . . .

. . . if *you* need a *healthful* climate . . . high altitude, dry, very cool and most healthful for asthma and other respiratory ailments . . . the country's best climate, not to mention some of the best hunting, fishing and camping country anywhere . . . if you want any or all of that . . . maybe we can afford each other . . . at Raton and Las Vegas, New Mexico (not Nevada).

We need one station manager, one or two commercial managers and possibly additional salesmen. We can't start high, *but* the potential is here for those who can produce.

Above all, we want men who *need* our unexcelled high, dry, healthful climate.

Write:

Ernie Thwaites
KFUN
Box 710
Las Vegas, New Mexico

Announcers

D J

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

Production-Programming, Others

Most unusual opportunity in U. S. for TV COMMERCIAL WRITER to head department. Available in one or two months. Requirements: some experience, a lot of potential, ability and willingness to learn under expert supervision. Starting salary $5000. Potential to $7500 or higher. **This is a position, not a job!** Applicant should be capable of becoming supervisor of advertising and production phases of TV station operation. Receive full details by sending same to **Box 402X, B•T.**

CONFIDENTIAL

top notch radio-television time salesman available now.

Sold $150,000 local TV billing past six months. 30 new accounts local, regional, national direct and agency. Mature family man. Good personality. Financially sound. 12 years AM plus 4 years TV all departments. References. Now employed. Seeking permanent home with future potential commercial-station manager. Reasonable financial requirements. Prefer Eastern seaboard-New England. Available interviews that area. All replies in confidence to Box 418X, B•T.

Help Wanted—(Cont'd.)

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Television

Salesmen

TV SALES OPPORTUNITY IN FABULOUS SOUTHWEST

One of the Southwest's most aggressive and complete VHF operations is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Texas' 5th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unequalled climate. Do not apply unless you want to live in the sunny Southwest. Send application and recent photo.

Dick Watts, General Sales Manager,
KROD-TV channel 4,
El Paso, Texas

Situations Wanted

Announcers

ALL NIGHT

. . . OR ALL DAY

Record man available November first. No flap-jawed, in-love-with-his-own-voice label-reader, but mature, loyal, salesman with 15 years top all-night, special events, disc jockey and managerial experience. Earnings on present manager-record job over $11,000. Will start for less, but potential must be there. Interested in any size station, in or out of the country. Personal interview arranged. Save us both time if you do not have a top-notch organization that can stand investigation. I can. Write Box 401X, B•T.

Production-Programming, Others

Available September 1. News broadcaster-writer-special events man. Present position liquidated by organizational breakup. Education: M.A. Ten years experience, network and local. News reporting and analysis, commentaries, interviews, documentaries, sports play-by-play. Desire this type work only. Radio or TV. Highest references. Disc or tape, photo and full personal data on request. Box 397X, B•T.

Television

PRODUCTION MANAGER

I want a new job with a new TV station, 5 years of New York, television, legit shows, radio. Now employed with largest musical scenic construction firm in U.S. Full knowledge of scenery, special effects, staging and painting. Available two weeks notice. Box 393X, B•T.

FOR THE RECORD

APPLICATION RETURNED

Transfer of Control

WISR Butler, Pa., Butler Bcstg. Co.—Involuntary transfer of control of licensee corporation from Sara E. Rosenblum, deceased, to Abe H. Borisky and Union Trust Co. of Butler, co-executors.

July 29 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted petition to accept late filing of notice of appearance re application of Eugene Television Inc., Eugene, Ore. (Docket 10571).

By Examiner Basil P. Cooper

South Bend Bcstg. Corp., South Bend, Ind., Michiana Telecasting Corp., Notre Dame, Ind.—Continued further hearing now scheduled for July 24 to date to be announced after Commission has opportunity to act on applicants' petitions to amend issues, etc. (Dockets 10534-35).

KTBS Inc., Shreveport, La., International Bcstg. Corp., Shreveport, La.—Scheduled further hearing re applications for new TV stations to be held Aug. 3, 1953, for further clarification of issues after submission by applicants on July 24, of detailed programming proposals (Docket 10476-77).

By Examiner Annie Neal Huntting

Southern Tele. Co. of Baton Rouge Inc., Baton Rouge, La.—Granted petitions only in so far as they seek authority to amend application for TV station (Docket 10551; BPCT-1673), to include certain exhibits; to change amount of existing and new capital and to change answer to Sec. III, item 4, as proposed by amendment of July 3, but not July 15; and that such petitions are denied in so far as they seek authority to amend application in other respects, without prejudice, however, to reconsideration upon the filing within 10 days of petition for reconsideration accompanied by affidavit or affidavits of a person or persons with knowledge of facts therein stated, setting forth information called for in statement setting forth information to be included in affidavits attached to order of this date. Further ordered that any opposition filed by Louisiana Tele. Bcstg. Corp. (Docket 10550), which is based on facts not included in affidavits or which questions accuracy of facts in affidavits (filed by Southern), shall be acompanied by affidavits of persons with knowledge of the facts therein stated which shall set forth the facts upon which it relies to show that good cause does not exist for granting aforesaid motions in respects indicated.

By Examiner Elizabeth C. Smith

Oregon Television Inc., Portland, Ore.—Granted petition to amend TV application (Docket 10246), to show changes resulting from death of Huntington Malarkey, stockholder and director; ordered record reopened and stipulation attached to petition entered into by and between counsel for applicants and for Broadcast Bureau, together with verified statement of executors under will of Malarkey, be received in evidence and made part of hearing record in this proceeding, and that record again be closed.

Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Tele. & Bcstg. Co., Portland, Ore. — Ordered transcript in proceeding (Dockets 10246, 10247, 10317) corrected in certain respects, effective July 31, 1953, unless opposition thereto is timely filed.

By Examiner Herbert Sharfman

Ordered continuance from Aug. 24 to Sept. 14, for initial taking of testimony re applications of Scripps-Howard Radio Inc., et al., applicants for Ch. 10 in Knoxville, Tenn. (Docket 10512 etc.).

By Examiner William G. Butts

Ordered pre-hearing conference to be held on July 30, 1953, on application of Orange Belt Telecasters, San Bernardino, Calif. (Docket 10579), for new TV station, for purpose of considering procedure to be followed in hearing; clarification of issues, etc.

By Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.—Granted petition to amend TV application to make certain changes in ant. gain and rated power (Docket 10517).

Queen City Tele. Co., Inc., Allentown, Pa.—Ordered correction to initial decision released on July 23 to show visual power as 288 kw, aural 144 kw and ant. height of 714 ft. (Docket 10494).

Queen City Tele. Co., Inc., Allentown, Pa.—Granted petition to amend application for TV station (Docket 10494), to supply further financial information.

Alabama Tele. Co., Montgomery, Ala.—Denied motion to amend TV application (Docket 10574) to revise Secs. 1 through V C revise engineering exhibit.

Upcoming Events

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.
Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3: International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 1-8: National Newspaper Week.
Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.
Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 18-24: United Nations Week.
Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.
Nov. 17-19: RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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Streibert of USIA

IN SELECTING Ted Streibert as the new head of the newly-created U. S. Information Agency, President Eisenhower has moved briskly to retrieve for that battered service the prestige the overseas information service must have to be effective. It is his second wise appointment within the month to revitalize the operation, which becomes an independent establishment, responsible directly to the Chief Executive. The first was Leonard F. Erikson, vice president of McCann-Erickson Inc., as director of the Voice of America.

Both are men of stature, coming directly from the business world. Both came up through practical broadcasting—by the American Plan. This is recognition of the indisputable conclusion that the broadcast media are the most potent weapons in reaching the minds of men. They have been eminently successful in selling goods and ideas to America. They will use the same techniques in selling America to an oppressed world.

Ted Streibert was called back from a Government mission by the President. If he hadn't made that trip he probably couldn't have been sold as readily in accepting this call to high public office. But he had seen conditions in Europe at first hand. He knows the job that has to be done.

For two decades, Ted Streibert headed the WOR organization, part of the time doubling in brass as the chairman of Mutual. Before that he served on the faculty of Harvard's famed School of Business Research. He is a top administrator.

It's a tough job. It has been a thankless one for the men who preceded Ted Streibert. Doubtless much of the criticism of erstwhile propaganda activity has been justified. But we feel a sense of satisfaction about the new structure. Ted Streibert has a way of getting things done—well.

Box-Office TV Conundrum

THE PRESSURE now being applied to the campaign for subscription television virtually assures this question being brought to a head soon. It is a question that has not been considered seriously enough, primarily because of preoccupation with other things.

Telecasters will have to decide a lot of subsidiary questions first.

Would subscription television contradict the theory of U. S. broadcasting? Maybe yes; maybe no. As a practical fact radio and television have depended almost exclusively upon advertising for their support, but there is nothing in the law that limits their source of revenue to advertising alone.

Would subscription television endanger the freedom of the air? An argument to the contrary can be made in the example of newspapers and magazines which obtain their revenue from both advertising and circulation fees.

Would subscription programs dilute the effectiveness of television as an advertising medium? Is the public interest, convenience and necessity served if the audience must buy sets and then pay for individual programs? These are only some of the questions.

One sweeping answer has been proposed by Rep. Carl Hinshaw, who has introduced a bill that would classify subscription television as a common carrier and not a broadcasting service. If the bill became law the government could fix rates for such a service.

Some industry attorneys have questioned whether that would be a desirable end. If the government took a firmer grip on that part of the telecasting service which was hooked up to home box-offices, it might encourage it to similar encroachment in the entire telecasting service. There is a serious question as to whether the government should be allowed to do what until now it has never attempted—to limit the sources of revenue available to broadcasting.

Mr. Hinshaw has told B•T that he will insist on hearings on the question at the next session of Congress. In advance of that, it would be well for U. S. telecasters to get their thinking organized.

Drawn for BROADCASTING • TELECASTING by Sid Hix
"Processing this 3-D film is too much for me!"

'Miss Hennock Regrets . . .'

MAYBE you've wondered about those FCC actions which, with monotonous regularity, proclaim: "Commissioner Hennock dissenting." She is seldom joined by any of her colleagues. Most often she simply dissents. On more important cases, she waxes loquacious and issues a *formal* opinion.

Such was the case a week ago last Friday. The FCC majority, recognizing the burden of a one-year license in television, issued a rule-making notice (page-and-a-half long) proposing to extend licenses to the statutory three-year limit, to make them coincide with AM and FM. This is consistent with the administration effort to cut down paper-work for government and licensee alike. The Commission did this on its own motion.

But Madame Comr. Hennock, presumably sensing a golden opportunity to arouse do-gooders, blue-nosers and her beloved educational crusaders, blasted forth with a six-page opinion in which she, in effect, advocates a "Blue Book" on television. She lambasts her colleagues for ignoring the program aspects, and calls for a national conference and a public hearing. She wants licensees called to the carpet, hat in hand, every year, to render an accounting of their programming stewardship.

Where Madame Commissioner finds such authority in the statutes we do not know. The law specifically says that licenses may be issued for three years. That leaves it to the discretion of the Commission. A majority of the Commission has spoken. But Miss Hennock insists upon portraying her role of the "militant opposition."

This is not to argue that all television programming is optimum. But even if it were as bad as Comr. Hennock seems to think it is, it would still be none of the Commission's business. Congress admonished the FCC to keep hands off programs. It's a matter for the stations and their audiences. And the stations have put their best foot forward through the creation of the Code Review Board.

Miss Hennock probably has complained more than any other FCC member about the Commission's "work-load." She says in her latest diatribe that because "of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment [of programs] that we should have made." Then why the protest against reducing that load?

Miss Hennock, because her interests are centered on particular subjects, doesn't find it expedient to attend all FCC meetings. She has the worst attendance record on the Commission. She holds the modern record for dissents. With the three-year TV license, which we regard as just as inevitable as it is desirable, she indubitably will have more time to attend more meetings and write more dissents.

THE "PARADE" LONGER AND LONGER

The parade of KMBC-KFRM personalities moving into the top ten most popular daytime shows in Kansas City gets longer with each new Pulse Survey.

The first Kansas City Pulse, (November-December 1952) revealed that KMBC News Director John Farmer, Farm Director Phil Evans and the Dinner Bell Roundup Gang rated in the "top ten." January-February Pulse added Marketcaster Bob Riley, and according to the March-April Pulse, KMBC's Sigma Delta Chi award-winning newsman, Bill Griffith, joined the parade.

But, there's another parade to The KMBC-KFRM Team. It's the parade of wise advertisers who know the complete story of KMBC-KFRM superiority in the vast Kansas City Primary Trade Area. Write, wire or phone your nearest Free & Peters colonel or The KMBC-KFRM Team, Kansas City, today. Join the parade of advertisers who are selling their products to the people who hear about them on the radio station they listen to most . . .

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